

CHEMIST & DRUGGIST

The newsworthy for pharmacy

a Benn publication

September 12 1981

PSNC tops up
rural fund
with £20,000:
totals now
over £36,000

Setback for
review panel

Revlon take
more advice—
they enlist
David Sharpe



PHILIPS

THE NEW FACE OF THE BRAND LEADER.

The new black and silver Philishave—our most successful launch in years—has already increased our brand leadership.

We're spending a record £2,000,000 in 1981 behind a highly researched effective new T.V. commercial.

We've also introduced striking new packaging and display material.

Contact your Philips representative as soon as possible.

Philishave® electric shavers. Designed to get close to you.

Simply years ahead.



PHILIPS. THE BIGGEST NAME IN SMALL APPLIANCES.



Wholesaling
SPECIAL FEATURE



Following a fine tradition

Mentholatum

The Mentholatum Co. Ltd. Longfield Road Twyford Reading Berkshire RG10 9AT

CHEMIST & DRUGGIST

Incorporating Retail Chemist

September 12 1981

Volume 216 No 5285
122nd year of publication
ISSN 0009-3033

Editor:
Ronald Salmon MPS
Contributing Editor:
Adrienne de Mont
BPharm, MPS
Business Editor:
Gerry Duggin BSc
Beauty Editor:
Liz Platts BA
Editorial assistant:
Judy Bargh BPharm, MPS
Advertisement Manager:
Peter Nicholls JP
Assistant Advertisement
Manager:
Doug Mytton
Director:
James Lear

Published Saturdays
by Benn Publications Ltd
Sovereign Way, Tonbridge,
Kent TN9 1RW
Telephone: 0732-364422
Editorial and advertisement offices:
Sovereign Way, Tonbridge,
Kent TN9 1RW
Telephone: 0732-364422 Telex 95132
Subscription:
Home £37 per annum
Overseas & Eire £46 per annum
including postage
75p per copy (postage extra)

Regional advertisement offices:
Midlands: 240-244 Stratford Road,
Shirley, Solihull, W. Midlands B90 3AE
021-744 4427
East Anglia: 71 Welsford Road,
Eaton Rise, Norwich. 0603 54284.
Scottish: 74 Drymen Road, Bearsden,
Glasgow 041-942 2315
North East and North West:
491 Chester Road, Old Trafford,
Manchester M16 9HF 061-872 5151
West Country & South Wales:
10 Badminton Road, Downend, Bristol
BS16 6BQ 0272 564827



Member of the Audit
Bureau of Circulations

Benn

CONTENTS

PSNC puts £20,000 into rural fund

And RPA pass £5,000 mark 416

Panel setback

A member has to withdraw 416

Revlon recruit David Sharpe

To advise on retail pharmacy 417

Wholesaling

C&D special feature 447

Comment 415

Topical reflections by Xrayser 421

People 421

Letters; news extra 422

Prescription specialities 424

Counterpoints 426

Business news 465

Appointments 466

Market news; coming events 466

Classified advertisements 467

COMMENT

Wholesaling

The "home truths" contained in the annual report to Macarthys' shareholders and reported in last week's *C&D* Comment, (p359) were apt, pithy and like all good truths "self evident".

In fact there does seem to be a new spirit of co-operation and mutual understanding abroad — in our wholesaling feature this week the director of the National Association of Pharmaceutical Distributors states his intention to visit a number of manufacturers shortly and reveals that he has had discussions with the DHSS on Controlled Drugs licence fees — individual wholesalers and manufacturers are talking about new ground rules for trading terms, and agreed stock levels and policy on a "fee for service" basis. The talking has started at last but meanwhile the discount inquiry grinds on to its inevitable conclusion.

It has been suggested that "discounting is yesterday's problem", or "notional pricing was last year's issue". Wholesalers are now actually talking again about service, OTC promotional schemes, merchandising and training, own label and advertising of symbols. And not about price?

Arthur Trotman sets out clearly methods for the pharmacist to use to present price to the public in a competitive, attractive and effective manner. But unfortunately the pharmacist cannot ignore the price he pays the wholesaler, manufacturer or sundriesman whether it be for Badedas (see p417), an agency fragrance, an OTC toiletry or his ethicals.

Wholesalers are only too aware of the price they pay to manufacturers and of the discounts they give to retailers — which many say they can ill-afford.

C&D has been quoted the terms currently offered to wholesalers by some 20 companies representing around 60 per

cent of ethicals sales. Most common discounts are now either 12½ per cent, 10½ per cent plus 2½ per cent settlement, or 10 per cent plus 2½ per cent settlement. The settlement terms can be available for payment as early as the 18th of the month — or even 14 days following the invoice. A few manufacturers offer up to 20 per cent on slow-movers, however.

These terms emphasise that the conservative discounts given by some wholesalers and the cut-throat terms reportedly offered by Unichem, Barclays, Sangers and others (to generate volume) are punitive in the short term to the wholesaler and ultimately to the pharmacist and his public. Both the PSNC and a leading manufacturer are fearful that by the time the discounting inquiry reports, the level of discount offered to pharmacists will be below the level assumed by the inquiry and that hardship and closure will result.

The only body able to break the discount circle (or downward spiral) is the DHSS. They put the initial pressure on manufacturers to put pressure on wholesalers who put pressure on retailers (through notional pricing) who put pressure on wholesalers to lift notional pricing and therefore maintain discounts at the level perceived by the DHSS.

A reduced drugs bill may in the interests of the taxpayer short term but a drastic diminution in the number of community pharmacies is not. The "buck" stops with the DHSS — but only if it acts very quickly and with rather more vision than in the past. ■

PSNC adds £20,000 to rural fund

The Pharmaceutical Services Negotiating Committee has agreed to give an initial donation of £20,000 as a contribution to the legal costs incurred by Paydens Ltd in the recent High Court judgment concerning doctor dispensing in Tenterden.

PSNC met last week as *C&D* went to press and voted to make the payment from its central funds. This sum swells the total "cleared" through the PSNC to £30,954 in the four weeks since their chief executive, Mr Alan Smith, agreed to forward contributions to Paydens.

Nine Local Pharmaceutical Committees have so far donated £1,000 each — Avon, Bolton, Devon, Hampshire, Norfolk, Northamptonshire, Oxfordshire, Sheffield and Shropshire. The remaining £2,000 has come from individuals, companies, industry and commerce.

The Rural Pharmacists Association fund stood at £5,437 from 419 donations as *C&D* went to press. ■

Scottish fees up

Scottish dispensing doctors are to receive their increased dispensing fees in the August payments. The increase is applicable from April 1 and arrears will be included in the September payments. The new scale of fees is shown below:

Total no of prescriptions submitted for pricing per month	Payment per prescription
Not more than 300	60p
301 — 500	60p
501 — 600	60p
601 — 750	59p
751 — 1,000	58p
1,001 — 1,250	50p
1,251 — 1,500	45p

When more than 1,500 prescriptions are submitted, payments will be reduced by 1p per prescription for each extra 250. ■

RPA weekend

Mr Dennis Pay, the pharmacist in the forefront of the High Court rural dispensing action, is to be one of the main speakers at a weekend conference organised by the Rural Pharmacists Association.

With the theme "After Tenterden — What?" the conference will be held at the Blunsdon House Hotel, Blunsdon, near Swindon, October 17-18. It will start on Saturday evening with a meal and informal get-together, followed on Sunday by the business sessions. RPA members can attend the conference free, thanks to sponsorship by Winpharm, and accompanying persons and non-members can attend for a £30 fee. Although an open meeting, preference will be given to members and early booking is therefore advised. Applications to RPA chairman, Mr Mervyn Madge, or secretary, Mr John Davies, 8 High Street, Wiveliscombe, Taunton.

Review panel loses one member

The pharmacy review panel now has just three confirmed members following the recent resignation of the accountant representative.

C&D understands that Mr Matthew Patient, of chartered accountants Deloitte Haskins & Sells, felt obliged to resign from the panel because his firm audit the books of the Pharmaceutical Society — he had not been aware of the connection when he had agreed to accept the nomination for a place on the panel but now had to declare "an interest".

The remaining members of the panel are Mr Edward Gibbons, chairman, Professor G.F. Thomason and Miss P. Lesley Cooke.

Two vacancies remain on the panel but it is understood that approaches are being made to further nominees. ■

Target date set for 'certificate' meeting

The group of pharmacists who have called for a special meeting of the Pharmaceutical Society to discuss the new registration certificate (*C&D* August 29, p323) have been told that a date of October 2 at 7.30 pm will be suggested to the Society's Council next week.

One of the protesters, Mr Howard Turner, says the news will show the many members and graduates involved that their views are at last being taken seriously. Under the Society's byelaws the

Council is required to comply with a request for a special meeting "within such reasonable time as the Council shall think fit". ■

Pharmacy numbers increase but . . .

The August corrections to the Pharmaceutical Society's register of premises reveal a net gain of pharmacies for the sixth month in succession. There was a net addition of ten, bringing the number of registered premises to 10,638 — twelve more than at the end of 1980.

In England 25 opened up, of which five were in London and 16 closed down (one in London). One opened up in Scotland and there were no gains or losses in Wales.

Comparisons with last year show that by the end of August there had been a net loss of 61 pharmacies. In August there was a net gain for the first time in 1980 and there was a net gain for every month thereafter. ■

. . . ten more lost in Northern Ireland

There was a reduction of ten pharmacies in Northern Ireland last year, bringing the total number of pharmacies to 498.

The figures, given in the Northern Ireland Central Services Agency annual report, are those which stood at July 1, 1980, and the number of dispensing doctor practices at this date had also decreased — there were 38 compared with 40 in 1979. One pharmacy was badly damaged by fire as a result of a car bomb outside the premises, but resumed pharmaceutical services after seven days despite extensive damage.

Although prescription charges increased twice, as in the rest of UK, the number of prescriptions rose by 93,054 — a 0.74 per cent increase compared with the 1979 figure. Chemists and appliance suppliers dispensed 12,682,189 prescriptions at an average gross cost of £3.22 per prescription; dispensing doctors accounted for 356,262 (an increase of 12,342) at an average gross cost of £3.17.

Fifty-eight tests were carried out under the CSA's drug and appliance testing scheme of which 55 were for drugs. There were two complaints against chemists, one of which was still running from the previous year. Of these, one was a subject of a hearing by the Services Committee and one was not investigated as there was no prima facie ground of complaint. ■

David Sharpe recruited by Revlon

To help independent pharmacists build their share of the cosmetics, fragrance and toiletries market, Revlon have invited Mr David Sharpe, FPS, to act as an independent consultant, advising them on matters relating to the pharmacists' retail operation.

Initially, it is intended to concentrate upon solving outstanding problems, and so to improve retailer relationships that independent chemists may then improve their market share, as have Revlon. This was made clear in a statement issued to *C&D* on Tuesday by Revlon's chief UK executive, Mr Charles Scanlan. Revlon's success as a broadly-based, multi-franchised company over the past five years has seen them grow "to the pre-eminent position in OTC sales of cosmetics, fragrances and toiletries".

Apart from nearly twenty-five years' experience in pharmacy, Revlon say David Sharpe has been unrelentingly devoted to industry affairs from his first being elected to the Pharmaceutical Society's Council in 1967, his membership of the board of NPU Marketing Ltd (1970) and, subsequently, from positions as director and chairman of Independent Chemists Marketing Ltd (1972) to his current chairmanship of Pharmaceutical Services Negotiating Committee and recent presidency of the Pharmaceutical Society.

Revlon believe that David Sharpe's experience of and insight into independent pharmacies in the UK make him admirably equipped to help them develop their understanding and, importantly, their communication with "this vitally important sector of the trade".

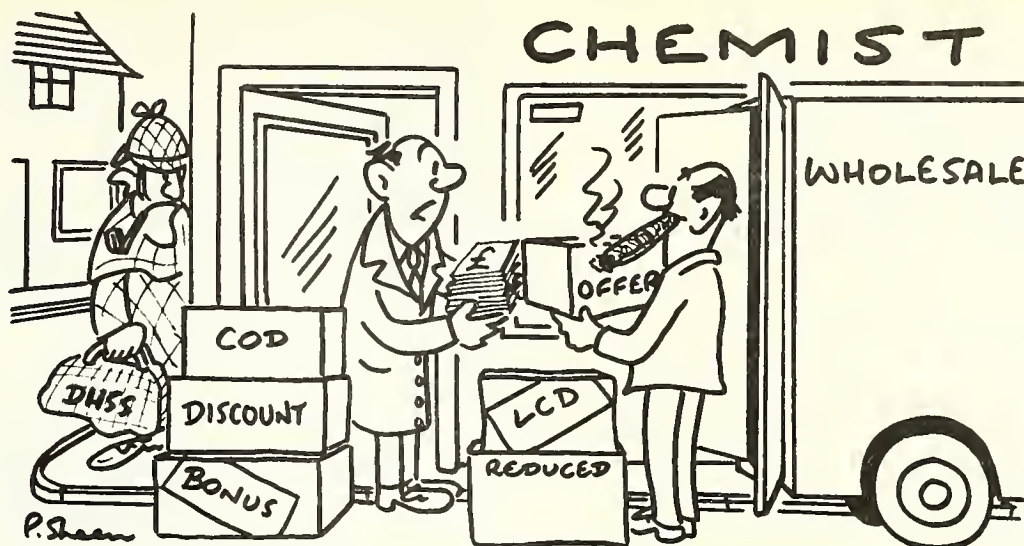
Graham Walker, a proprietor pharmacist from Spalding, Lincs, will continue to advise Revlon with special attention to the needs and objectives of pharmacies in the provinces.

It is not intended that individual retailers should address their queries to Mr Sharpe or Mr Walker but should contact Revlon direct, where their queries will be handled by Robert Stephens at the Brook Street headquarters. ■

'Use the pharmacist'

Support for the pharmacist has appeared in the columns of *Doctor* magazine.

In an article, Dr John Nichols questions the growth of primary care services and the relegation of the pharmacist to "the role of shopkeeper". And he wonders whether the health service can afford to throw away such resources. "If we take this challenge seriously, we have a job on our hands. We have to improve the public image of the pharmacist and we must



"Thanks a million, but are you sure either of us can afford it?"

seriously give thought to his place in the primary care team."

Dr Nichols suggests that if pharmacists are more efficient "as completely independent health experts planted out in the community, perhaps we should expand their role". He concludes by suggesting that with the drift towards natural medicine pharmacists should consider making commercial mileage out of this "and at the same time service the community better". Dr Nichols is married to a pharmacist. ■

Compensation for drug injury

The idea of a drug injury compensation scheme received media coverage last week when Professor Desmond Laurence told the British Association meeting that such a scheme should be set up urgently.

Professor Laurence, who holds the chair of pharmacology and therapeutics at University College, said that if the Government would not take the initiative then the pharmaceutical industry together with the medical and legal professions should propose a scheme. After drugs were licensed for general use there should be a no fault scheme centrally funded by the parties involved, he said. Whether this was done through increased prices of drugs or in some other way it was evident that society would pay in the end.

Such a scheme would help to end the "scarifying confrontations" between the injured and pharmaceutical companies and the endless legal actions, Professor Laurence said, and the implementation of a sensible and fair scheme would do more to promote public understanding about the realities behind the use of medicines than any amount of exhortation.

The Association of the British Pharmaceutical Industry does support the principle of central funding for drug injury compensation, and a spokesman for the Association said they would not oppose funding by the industry although this would probably result in higher drug prices. However it would not be realistic for the industry and medical profession to set up their own scheme without Government involvement. ■

Beecham respond to Badedas imports

Beecham have cut the trade and retail prices of Badedas in an effort to combat parallel ("grey") imports from other EEC countries (see *C&D* last week) — but according to an article in last Sunday's *Observer*, they are still not matching the prices available from wholesalers, or even retail prices in John Lewis stores.

The *Observer* says that John Lewis have been selling the 900ml Badedas for £5.95 against Beecham's SRP of £11.95. Beecham's new recommended price for this size is £8.25 and the standard wholesale price has been reduced to only £5.20, excluding VAT. However, there are currently bonus terms on the Christmas packaging which offer the 900ml pack for £4.20 excluding VAT.

John Lewis would not tell the *Observer* the source of their "bargain price Badedas", but agreed it was a special purchase from Europe. The *Observer* found the 900ml Badedas in a Hamburg supermarket for the equivalent of £3.85. However, the continental packaging does not conform to the Cosmetic Products Regulations 1978, which require labelling in English and a declaration that the product contains lanolin. John Lewis, the *Observer* says, are to have English stickers printed to bring the packs they are selling into line with UK legislation.

The *Observer* reports that one of the parallel importers to the UK is Express Wholesalers (Toiletries) of East London.

Beecham's new pricing structure for Badedas leaves the sachets, soap and talc unchanged. Other prices are as follows (SWP is standard wholesale price — trade price in the *C&D* Price List):—

	Old RSP	New RSP	SWP	Bonus price
75ml	£ 1.50	£1.47	£11.12 (12)	£8.98
125ml	£ 2.20	£2.14	£ 8.09 (6)	£6.54
300ml	£ 5.15	£3.57	£ 9.00 (4)	£7.27
900ml	£11.95	£8.25	£10.40 (2)	£8.40

The above prices were received too late for inclusion in this week's Price List Supplement. ■

Good sales predicted for chemists

Chemists are expected to show a reasonably good sales volume performance in 1981 and 1982 but the market for chemists' goods is unlikely to show any change for the better until 1983, according to predictions made by the Economist Intelligence Unit and published in the September issue of *Retail Business*.

In one of the regular surveys of chemists and photographic goods shops *Retail Business* says that 1980 sales were up 9 per cent, a below average performance compared with other types of shop. Retail chemists' 1980 sales were about £1,400m including NHS receipts. Volume sales are estimated to have fallen by as much as 8 per cent in 1980 after a 5 per cent rise in 1979. *Retail Business* suggests that this reduces volume sales to only a point or two above the 1979 levels. By comparison, non-food shops as a whole continued to make a slow progress. Chemists' volume performance was notably less good than the non-food average in 1980.

Retail prices of chemists' goods rose faster than most other sectors in 1980 (about 17 per cent), but the rate has been falling back in the first half of 1981.

EIU estimates that Boots' media advertising expenditure in 1980 up to £7.765m compared with £6.435 in 1979. Numark are shown to have increased expenditure to £250,000 compared with £210,000.

The review concludes: "For 1982 chemists and camera shops may again perform rather differently from most types of retailer. Generally improved economic conditions should imply a reasonable volume performance for a second year, but lower rates of price inflation in the chemist section especially, may well mean a marginally less good volume increase than for 1981." *Retail Business* is projecting a 13 per cent improvement for chemists in 1981 and 12 per cent increase for 1982.

In the review of chemists' and household goods *Retail Business* finds some depressing statistics. A 21 per cent increase in sales of analgesics in 1980 has to be compared with a 24 per cent increase in the price index for this group — "it becomes clear that the increase in sales did not even keep pace with inflation". Similarly, cough and cold preparations and anti-ulcerants also failed to keep pace. The prices of vitamin and mineral preparations were up by 35 per cent compared with only a 37.7 per cent increase of output.

Among toiletries, only deodorants (up 31.6 per cent) and hair preparations (up 36.4 per cent) are said to have resisted the



effects of recession. Cosmetics showed an even worse performance with nail preparations alone showing an output rise of more than 8 per cent — "this in a sector in which the overall price index rose by nearly 19 per cent".

Retail Business concludes: "Since a small drop in consumer spending in real terms is the projected outcome for 1981, with a further drop of 0.7 per cent in 1982, it is not before 1983 that a change in the overall trend of these markets is to be expected, and even that is likely to be so modest as barely to restore spending to its 1981 level".

Retail Business, Economist Intelligence Unit, Spencer House, 27 St James's Place, London SW1A 1NT. ■

No 'fine' for supply of old stock

Birmingham Family Practitioner Committee has recommended that £100 of remuneration should be withheld from a pharmacist who supplied out of date drops for a six-week-old child. However, the Secretary of State later decided that withholding remuneration was inappropriate.

The FPC, which investigated the complaint, says that on August 5 1980, Ledermycin drops bearing an expiry date of June, 1980, were dispensed. The complainant's wife returned the out of date drops to the pharmacy the same day and was informed that there were no "in date" drops in stock but new drops would be supplied the following morning.

The next day the complainant's mother returned and was handed medicine in a bag which she took home, when it was found the drops were the ones supplied the previous day but with a new label bearing a dispensing date of June 8, 1980. However, the date of birth of the child for whom the drops were intended was June 22, 1980. The complainant's wife returned to the pharmacy with the second drops and was told that if she handed back the out of date drops, new ones would be supplied. This she refused to do and was told she could not have the new drops.

The pharmacist manager said that she had taken up her position on August 4,

The pharmacy in the recently-opened Mainstop superstore at Gainsborough. In addition to dispensing prescriptions, it sells toiletries, health foods, veterinary products and chemists' sundries. The superstore is to open a second pharmacy in its Bournemouth branch next year.

1980, and had been re-organising the pharmacy, including removing old stock. She regretted that out of date drops were supplied on August 5, 1980, and could only think she had made the error during general re-organisation. She assured the committee that all out of date stock had been removed from the pharmacy. The FPC found her in breach of the terms of service.

□ In two other service cases, the Secretary of State agreed with the FPC's recommendation that remuneration be withheld. The first complaint arose from a mother whose three year old daughter had been prescribed chloramphenicol eye drops. The woman noticed that the expiry date on the label of the drops dispensed indicated they were four months out of date. On removing the chemist's label her husband discovered, by reading the manufacturer's label, that the bottle contained ear drops and not eye drops.

The firm of chemists admitted the error, explaining that the ear drops and eye drops were stored in close proximity. All such drops were now stored separately. The FPC found the company in breach of its terms of service and recommended that £100 be withheld from its remuneration.

In a similar case, £150 was withheld from a pharmacist's remuneration. The FPC heard that the complainant's wife obtained a prescription for chloramphenicol eye drops for her daughter, but ear drops were dispensed. The pharmacist admitted that the trainee dispenser, working under his supervision, had made an error. The committee expressed concern about the pharmacist's dispensing and checking procedures; no dose or frequency had been given on the label although instructions had been included on the prescription. The pharmacist assured the committee he had taken steps to improve the dispensing and checking arrangements, but he was found in breach of his terms of service and reprimanded. ■

Why? Evans?



5 Quality Standards

When you buy standard drugs, generics and OTC medicines, quality is an important consideration.

At Evans in addition to routine analytical controls on all products, bio-availability studies are carried out on newly introduced generics and on those standard drugs where there is a relationship between plasma levels and therapeutic effect.

Your customers rely on your professional judgement and you can have full confidence in Evans products backed by standards that reflect up-to-date knowledge and expertise in quality control.

Your Evans Representative will be pleased to provide more details.



Evans

**Run by pharmacists
for pharmacists**

Adalat[®] / Adalat[®] 5

nifedipine **nifedipine**

IMPORTANT PRESCRIBING INFORMATION FOR PHARMACISTS

Up to now, Adalat has been available in only one strength, i.e. a 10mg capsule. Bayer recently introduced a 5mg capsule of nifedipine under the trade name of 'Adalat 5' for initial titration of dosage in the elderly angina patient.

In future, you will therefore receive prescriptions for 'Adalat' meaning nifedipine 10mg capsules, or 'Adalat 5' meaning nifedipine 5mg capsules.

In a few instances reported to Bayer, a prescription for 'Adalat' has been dispensed in the lower 5mg strength. We would appreciate your help in ensuring that the 10mg capsule is dispensed for prescriptions written for 'Adalat' alone. Additionally, to ensure full reimbursement, the Adalat prescription should be endorsed 10mg.

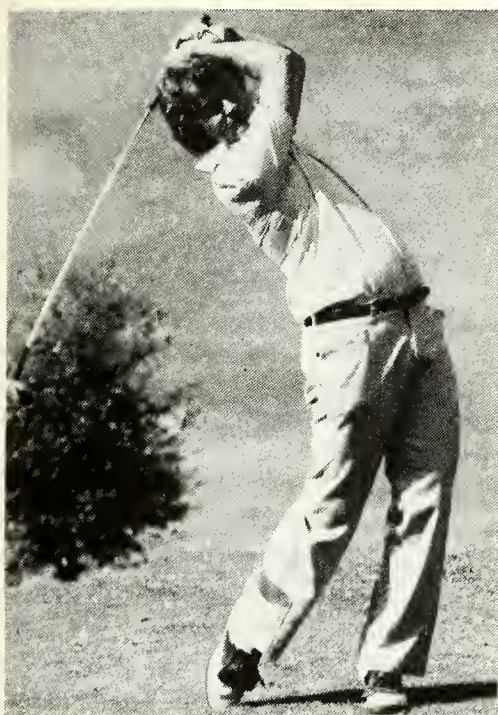
You will appreciate how important this is for patients receiving a maintenance dose of nifedipine 10mg capsules who will not have sufficient cover if they receive the lower dose formulation.

Thank you for your co-operation.



Bayer UK Limited
Pharmaceutical Division
Haywards Heath West Sussex RH16 1TP
Telephone: Haywards Heath (0444) 414161

® Registered trademark of Bayer Germany



Andrew Taylor, a newly qualified pharmacist from Renfrew, Scotland, has won the Unichem/Colgate Pharmacist of the Year Golf Championship at Hawkestone Park Golf Club, Shropshire. Mr Taylor, with a handicap of 15, scored 75 points in two rounds. He was presented with a silver rosebowl trophy plus replica and a set of four top quality woods by Unichem chairman Norman Sampson and Colgate-Palmolive UK chairman John Maclean. The three divisional winners — Mr G. Allen (Edinburgh, 74 points), Mr J. Cook (Norwich, 72 points) and Mrs B. Marston (Prestbury, 66 points) all received golf bags. Golf holdalls were won by John Mossop (Blackburn) for the best morning round, and Clive Stanley (Weston-super-Mare) for the highest afternoon score. A special ladies prize was won by Mrs Sharon Holland (Salisbury).

Mr Brian Reilly, who has just retired as general editor of the *British Chess Magazine*, has a number of pharmaceutical connections. In an interview published in the magazine's September issue, he records that he joined his father's business in France in 1920 — a firm of pharmaceutical chemists specialising in British and American goods. In 1926 his father bought a plot of ground upon which they were subsequently to build a warehouse cum laboratory, but when Britain abandoned the gold standard in 1931 the business' turnover slipped to a tenth of the former level in four years. From then until the fall of France they had a struggle to survive. After the war Mr Reilly returned to England and mentions that for a time he found work as a translator with *Chemist & Druggist*. "I knew the pharmaceutical world well and was able to do technical and medical translations. It was interesting work but too irregular." Mr Reilly became editor of the *British Chess Magazine* in 1949.

By Xrayser

Read it

I've always been a gentle sort of fellow, minding my own business and avoiding confrontations of any kind, since they are distasteful dramas in a quiet life. For this reason I have favoured discussion and compromise as being the only way to progress towards particular goals when dealing with people whom one should regard as civilised and responsible.

But how many years ago is it, for example, that I ridiculed Stanley Bubb for having the bad taste to suggest (in rather more dignified words) that we should tell the Government to take its Clothier report and stuff it (in the bin), because we would have no part of it? At the time I thought he was wrong, and that it was better to accept a small concession than to lose more by not taking anything.

Well, in view of the way things have moved since then I am coming to think that we would have done well to have listened harder to the warning of that "Enoch Powell" of pharmacy. For even though he spoke and wrote in a style of unbearable dreariness, so that we all closed our ears, what he actually says has an unpalatable logic which I fear is proving to be correct.

If you don't know what I am talking about, please turn to page 366 of last week's *C&D* (it's worth finding it) and read his letter on rural pharmacy and the public interest. In it, with only one slip into his old familiar clichés ("strikes a blow at the very basis of our profession") he makes a beautifully lucid statement of a position which is his, and which by now ought to be ours.

Complexity cake

It might have been me writing that article in *Open Shop* last week because at times I too get up-tight about the multifarious activities and product ranges of several of the international drug companies until, that is, I sit down and think about what I do for my living . . . and what they do as justification for their existence. So far as I can see, any company marketing products is bound by the laws of commerce in this capitalistic system, to try to expand its market share. They have to do this against a background of stringent legal restrictions, and competition. I think it natural that we should put our selling efforts into products which we know are effective, give us a reasonable return for our effort, and are made by firms of stability and integrity.

That said, surely it is not reasonable to expect any commercial concern to hold

back in one area of their legitimate sales potential because they also are active in a different but competitive sphere? So long as the law permits medicines to be sold from unqualified outlets, then it is unreal to expect manufacturers not to try to get maximum sales from those retailers, for this would deny the logic of the established marketing tenets.

Whether medicines *should* be sold by unqualified traders is another kettle of fish, for here we are prejudiced. But until we can persuade the people of this country that they are better served by pharmacists so that the Government legislates to that end, I am not unhappy to accept Sterling Winthrop's efforts to improve my turnover and profitability with products which I think are effective medicines. It is when people who have treated us as pawns in the past try to use us to introduce a new product (which turns out to be the oldest in the book) that I become unco-operative.

Away on a Trip

Seen any trips around lately? The Olympus Trip I am talking about, for after the Christmas massacre I haven't found a dealer yet who seems willing to give them houseroom in my area, since we all seem to have had our fingers burnt too badly to forgive and forget. There may be the odd one in stock at anything from £43 to £49 retail, but it's a take-it-or-leave-it thing now with no interest for us compared with the super new Agfa Optima 335 and the flash model, which are so well planned that they sell themselves. Particularly pleasing to see one continental firm surviving as a manufacturer and still using 35mm film with a system of loading now as simple as the cartridge load.

Antabusive

The old chap leaned across the counter and muttered confidentially "Do you think you could do this prescription for me . . . I've got a bit of a problem." I picked it up and read Antabuse. "Oh" I said sympathetically, "How long have you had the problem?" "Only four years, since we sold out and we've had time on our hands."

I dispensed it and warned as I gave it out "You realise it will make you ill if you take alcohol?" He looked startled and protested: "It's not for me. It's for Dad . . . he gets violent and beats me about!" It turned out that the old man was but 63 and his father 86 . . . We do see life in retail pharmacy, don't we? ■

New 'ball game'

David Coleman's talk to the Pharmaceutical Society's East Kent Branch is wholeheartedly supported by the RPA and it is important to appreciate that the case being presented by the PSNC and the RPA needs to be seen to be the case for all rural pharmacists.

Implementation of the Clothier recommendations is the wish of the DHSS, but it must be clearly recognised that rural pharmacists, and I am sure the profession as a whole, will not be content to let the matter rest there.

It is necessary for rural pharmacists to tackle the problem, not from a standstill point of view, but from one of progressive implementation of rural dispensing by pharmacists only. Let there be no shilly-shallying — the set up as it stands now, or even after the implementation of Clothier, will still be completely unsatisfactory. As David Coleman says, new regulations must be imposed rapidly, not only to prevent another Tenterden, but to stop the continuous hazard that rural patients are prone to, under present conditions.

The RPA has been in direct contact with the DHSS and has expressed its concern regarding the way rural patients acquire their medicines from dispensing doctors, and the cost of so doing. We have asked the DHSS to give the matter urgent consideration and have expressed our intention of "enlightening" Parliament and the public, through all means at our disposal, of the discrepancies and dangers that can exist through the present situation. Before we consider such action, we want to see overwhelming support for rural pharmacy dispensing, and the eventual demise of so-called "doctor dispensing".

Appeal fund

The RPA Tenterden appeal fund now stands at £5,000, with over 400 donations — an excellent response and one which needs support from those who so far have not sent a donation. The anger felt over the Tenterden case must be expressed in positive ways, and this is a wonderful opportunity for everyone to express their deep concern, and to show that every pharmacist in the country wishes the DHSS to know that things must change.

The DHSS and dispensing doctors have ignored the occasional outbursts of the past, and we were fobbed off with the Clothier "agreement". But the RPA will not allow the matter to rest, we shall introduce a different "ball game" altogether than that hitherto played.

Tenterden has stirred the profession to

anger and activity, and Mr Pay must be thanked and congratulated on the enormous courage he has displayed in battling on our behalf. There are two major ways in which rural pharmacists can help, one is by becoming active supporters of the RPA and its policies and the other is by sending a donation to help reach the RPA's target of £20,000.

John Davies

Secretary, Rural Pharmacists' Association
8 High Street
Wiveliscombe, Taunton

Fair comparisons

The official reason why doctors are allowed to have dispensing lists is that in certain areas patients would have difficulty in obtaining medicines from a pharmacy for reasons of distance. The assumption is that when a doctor prescribes he can dispense at once. In

other words, the doctor first lays in a stock of medicines to cover all the eventualities he considers may arise in his particular practice.

Being human, he buys these medicines at the best possible terms and in the quantities which he considers will suit him. There is no speculation in these purchases. He is not likely to buy a bulk cough mixture and get stuck with any of it. Therefore his return on stock-holding and turnover, and one can assume from buying at best terms, must be as near perfect as it is possible to get.

Are these facts taken into proper account when the remuneration on doctors dispensing is calculated, and conversely is the unavoidable element of speculation given due weight when pharmacists' remuneration is calculated? We, quite rightly, stock a full range of medicines in their various forms and are responsive to the needs of more than one medical man's preferences for long periods each day.

Mr Smith says quite rightly that, facts not emotions must be the guidelines on doctor dispensing — but let us air all the facts and make true comparisons.

Peter Jenkins

Abercynon, Mid-Glamorgan

NEWS EXTRA

Chemists get a bad TV 'press'

Chemists received a number of uncomplimentary mentions in last week's BBC1 "Medical Express" programme.

Discussing acne, the programme presenters said: "Walk into any chemist's shop and you will find an impressive array of creams and lotion like these". The background visual showed the following products: Solution 41, Phiso-ac, Topex, DDD Lotion, Propa PH, Clean and Clear, Biactol, Cepton, Clearasil Clearguard and Phiso-hex.

The statement was then made that "most of them do you no good at all — they can't cure acne; the ones to go for are made from benzoyl peroxide". It was indicated that only one of the products was based on this active ingredient.

"When it comes to OTC medicines the health food shop is beginning to take over from the chemist and some people swear by these herbal remedies", was another statement. A herbal cure for arthritis made in Hong Kong was shown — said to have a name which when translated means "chase the wind through the bone tablets". It was claimed to be comprised of plant extracts only, which were fully declared, but the programme said analysis has shown the product to contain indomethacin and dexamethasone. The

Department of Health was said to be looking at the product.

The presenters stated: "The moral is DIY prescribing can be a dangerous occupation". Viewers were advised to ring their nearest hospital drug information service to check on herbal remedies about which they had doubts.

Another mention came with the introduction: "These days chemists, who do not mind displaying contraceptives and sanitary towels, are still reluctant to show incontinence aids".

In another part of the programme some "supposed cure-alls" were shown. One of the presenters had a pack of Haliborange tablets in his hand by comparison with an American equivalent, suggested that the only value was profit to the manufacturer.

Also discussed was the case of "medical silence" in which a child had died after being prescribed Epilim. The parents have issued a writ in an effort to establish the cause of their daughter's death. ■

Study of pain plaque for DF pharmacy

The former Duncan Flockhart pharmacy in North Bridge, Edinburgh, was honoured with a commemorative plaque on Thursday, during the third World Congress of the International Association for the Study of Pain. Dr J.J. Bonica, president of the Association, unveiled the plaque which describes how Sir James Young Simpson obtained chloroform from the pharmacy for his work in anaesthesia in childhood. ■

When the Ben Nevis mountain rescue team swings into action, Blisteze looks after their lips.

Conditions can be atrocious on the top of Ben Nevis. And if they have a cold sore or cracked lips, the bitter cold and biting winds can really make the team's lips smart.

That's why they insist on Blisteze.

They know that nothing provides more effective relief for sore lips and cold sores than gentle, medicated Blisteze cream.

If it looks after the team's lips, Blisteze will certainly look after your customer's.



Blisteze.
For cold sores
and sore lips.

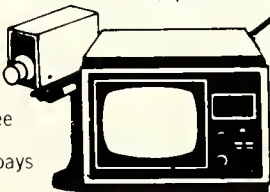
Don't let thieves pocket your profits



Now only
£2.99
+ VAT PER WEEK

Every year business's large and small lose 4% of their turnover to shoplifters.

- No Deposit
- Simple no fuss installation
- 5 year guarantee
- Full tax relief
- CCTV Security pays for itself



For further details without obligation, fill in the coupon

Name _____
Address _____
Post Code _____
Tel No. _____

post to
Free Post.
Tele Photo
Services Ltd.
The Security Centre
148 Oldham Road
New Cross, Manchester 4
or Tel. 061 205 1463

Important!

NICOBREVIN

PARIS HOLIDAY COMPETITION RESULT



We would like to thank everyone for their excellent response and have pleasure in announcing and congratulating the winners who were:

1st PRIZE

A week in Paris for two

G. CHARLTON

16 Carlisle Road
BRADFORD

2nd PRIZE

A week-end in Paris for two

J. G. OTTOLINI

110 Wilmslow Road
HANDFORTH
Cheshire

and 10 MINI ALARM CLOCKS

Mrs. Topping, **BIRKENHEAD** E. Waterhouse, **DERBY**.

D.B. Kalms, **ENFIELD**. J. Kanani, **THORNTON HEATH**.

B. Mickler, **HEMEL HEMPSTEAD**. G. Mitchell, **NORFOLK**.

V. Evans, **WESTON S. MARE** G. Davie, **BROMLEY**.

J. James, **MILFORD HAVEN**. H. Dixon, **GATESHEAD**.

The competitors were required to fill in a simple questionnaire and place in their order of preference the five major advantages of NICOBREVIN.

EASY TO TAKE
DOES NOT AFFECT THE SENSE OF TASTE
COMES IN A COMPLETE 28-DAY COURSE
GOOD PROFIT MARGIN FOR YOU
ON SALE FOR OVER 20 YEARS

Nicobrevin[®]

is the well tried, easy to take anti-smoking aid that comes in a complete 28-day course and does not affect the sense of taste.

More and more people want to give up smoking – not only for health reasons but because of the ever growing cost.

Increased and consistent Nicobrevin advertising in the National Press, Women's Magazines and Local Press will continue to bring you more and more customers. So make sure that you have adequate stocks of Nicobrevin to meet the demand.

Contact your wholesaler now!

MILLER 14 GOLDEN SQUARE LONDON W1R 3AG

Wellcome launch new antiviral in eye ointment formulation

Wellcome are introducing a new antiviral drug — acyclovir — initially for the treatment of herpes simplex keratitis.

Acyclovir has a selective action against virus replication as it must be phosphorylated to inhibit DNA polymerase, and this only takes place in herpes-infected cells. An enzyme — thymidine kinase — coded for by the herpes simplex virus, is necessary for the first step in converting the drug to acyclovir triphosphate. This acts as an inhibitor of and substrate for the herpes specified DNA polymerase, preventing further viral DNA synthesis without affecting normal cellular processes.

Although acyclovir is initially being introduced as an eye ointment (under the brand name Zovirax) it may be useful in a wide range of herpes infections including shingles, cold sores and genital herpes. The company says promising results have been reported with intravenous use in immuno-compromised patients with herpes simplex infections and that clinical evaluation is continuing. It is also being evaluated in more complicated herpes eye infections.

Acyclovir is rapidly absorbed through the corneal epithelium and superficial ocular tissues. It has not been detected in the blood, by existing methods, after topical application to the eye, although trace quantities may be measured in the urine. These levels are not, however, clinically significant, Wellcome say.

Zovirax ophthalmic ointment

Manufacturer Wellcome Foundation Ltd, Temple Hill, Dartford, Kent DA1 5AH

Description White to pale yellow sterile ointment containing 3 per cent w/w acyclovir in a white soft paraffin base

Indications Treatment of herpes simplex keratitis

Contraindications Known hypersensitivity to acyclovir

Method of use A 1 cm ribbon of ointment should be placed inside the lower conjunctival sac five times daily at approximately four-hourly intervals. Treatment should continue for at least three days after healing is complete

Precautions For ophthalmic use only. Transient mild stinging immediately after administration occurs in a small proportion of patients. Superficial punctate keratopathy has been reported

but has not resulted in patients being withdrawn from therapy, and healing has occurred without apparent sequelae. No teratogenicity, embryo-toxicity or effects on fertility have been seen following systemic administration in animals. No information is available on effects during human pregnancy or on levels of acyclovir which may appear in breast milk.

Acyclovir was not mutagenic in a wide range of bacterial screens, although low level mutagenicity has been recorded at high doses in experimental mammalian cell systems — a finding not believed to have clinical significance

Storage Shelf life three years when stored below 25°C. Discard one month after opening

Packs 4.5g tube (£5.88 trade)

Supply restrictions Prescription only

Issued September 1981 ■

BDH penicillamine and gentamicin

BDH are introducing two new products this month — their own brand gentamicin ampoules and Pendramine, a brand of d-penicillamine. They have been given a product licence for two new indications for penicillamine — primary biliary cirrhosis and chronic active hepatitis — as well as severe active rheumatoid arthritis, Wilson's disease, cystinuria and lead poisoning. (See next column and opposite page for monographs.)

'Breakthrough' treatment for control of cattle parasites

Merck, Sharp & Dohme's agricultural and veterinary division has introduced a new drug available through pharmacies, which will control the majority of cattle parasites with a single injection.

The drug is ivermectin and is a modified derivative of a new group of chemicals known as avermectins which are derived from a fungus. It is being marketed under the brand name Ivomec as a 1 per cent solution for injection. The company says its "outstanding activity" gives almost 100 per cent destruction of the major parasites in cattle, both internal and external. It is effective against gastro-intestinal roundworms including inhibited

Gentamicin-BDH

Manufacturer BDH Pharmaceuticals Ltd, Lenten House, Alton, Hants GU34 1JD

Description 2ml ampoules containing gentamicin sulphate in aqueous solution equivalent to 5mg/ml, 40mg/ml and 60mg/ml gentamicin base. The two higher strengths contain Titriplex III and sodium bisulphite as stabilisers — the 5mg/ml contains only Titriplex III

Indications, contraindications etc As for gentamicin

Dosage Administration is by intramuscular or slow intravenous injection. For patients with normal kidney function, 2mg/kg daily in equally divided doses at eight-hourly intervals is used against sensitive bacteria; 3mg/kg day in divided doses against moderately sensitive bacteria, and up to 5mg/kg/day in treating severe infection and sepsis. For neonates and infants up to three weeks, the daily dose is administered in two instead of three doses. In impaired kidney function the dosage must be adjusted — see data sheet for details. Duration of treatment is governed by bacteriological and clinical findings and is generally between 7 and 10 days. If continued beyond this, renal status, vestibular and cochlear function should be checked

Pharmaceutical precautions The injection should not be mixed with any other drug prior to administration. In the case of penicillins and cephalosporins, administration should be at a separate site

Packs 5 × 2ml ampoules (5mg/ml £1.67, 40mg/ml £7.96, 60mg/ml £11.90).

40mg/ml strength is also available in 25 ampoule pack (£39.78 — all prices trade)

Supply restrictions Prescription only
Issued September 1981 ■

ostertagia larvae, lung worms, warble larvae at all stages of development, lice and mange mites.

Dosage is 1ml per 50kg bodyweight and it is usually given three times a year. The treatment programme will, however, depend on local conditions and a detailed instruction leaflet is supplied in the packs. Two sizes are available — 50ml (£14.80) and 200ml (£57.75) and it is a PML category medicine.

A commercial campaign to introduce Ivomec will include Press and television activity. *Merck Sharp & Dohme Ltd, Hertford Road, Hoddesdon, Herts EN11 9BU.* ■

Pendramine

Manufacturer BDH Pharmaceuticals Ltd, Lenten House, Lenten Street, Alton, Hants GU34 1JD

Description White, elongated, film coated tablets, scored on one side. Those containing d-penicillamine base 125mg are 11mm by 5.5mm. Those containing 250mg are 16mm by 7mm and marked "HB" on the scored side

Indications Severe active rheumatoid arthritis, Wilson's disease, cystinuria, heavy metal poisoning, chronic active hepatitis, primary biliary cirrhosis

Dosage *Chronic active hepatitis:*

Pendramine is intended for maintenance treatment and diagnosis should be based on at least a three month history with features of chronic aggressive hepatitis with or without cirrhosis. Treatment should not be commenced until the disease process has been brought under control, initially by treatment with corticosteroids. Disease control should be evidenced by biochemical analysis of liver function.

Therapy may be commenced with 500mg daily, in divided doses, increasing gradually over three months to the maintenance dose of 1250mg daily. Concurrently the dosage of corticosteroids should be reduced and phased out over a three-month period. Liver function tests should be carried out at suitable intervals throughout therapy. *Primary biliary cirrhosis:* Diagnosis should be on the basis of mitochondrial antibody in the serum and a histological picture compatible with primary biliary cirrhosis. The presence of portal hypertension manifested by splenomegaly, oesophageal varices, or both, is not a contraindication although patients with a history of bleeding from varices or of hepatic encephalopathy should be excluded.

Dosage should be started at 250mg daily, increasing weekly to the maintenance dose of 750-100mg daily, in divided doses. Most patients with primary biliary cirrhosis have raised liver-copper concentrations, frequently above the level found in untreated Wilson's disease.

Pendramine promotes a reduction in liver-copper and a lowering of the maintenance dose is a reasonable step in patients whose liver-copper levels return to normal. Not recommended for children in either of these indications.

Dosage for other indications is as for other penicillamine preparations — see data sheet for details

Contraindications etc As for other penicillamine preparations

Packs 100 tablets (125mg £8.97, 250mg £15.45 — both trade)

Supply restrictions Prescription only
Issued September 1981 ■

Sinemet-plus with raised carbidopa

Merck Sharp & Dohme are introducing a new formulation of Sinemet with an increased ratio of carbidopa to levodopa.

Sinemet-plus tablets each contain carbidopa 25mg and levodopa 100mg. The company says that studies have shown that the peripheral enzyme dopa decarboxylase is fully saturated by daily doses of 70-100mg carbidopa. Patients who require less than 700mg levodopa daily and who are taking Sinemet-275 or Sinemet-110 may therefore not receive sufficient carbidopa to fully inhibit peripheral dopa decarboxylase. Sinemet-plus may be useful in these cases, especially in patients suffering from peripheral side-effects such as nausea and vomiting.

The dosage of Sinemet-plus tablets should not exceed eight tablets a day, however, and patients who require a higher dosage should be switched to Sinemet-275. Similarly, patients should be limited to eight tablets of Sinemet-275 a day and those who require a higher dosage should be given additional levodopa. New patients not receiving levodopa should be treated with a dose of one Sinemet-plus three times a day which can be adjusted as necessary. Patients receiving levodopa should generally be transferred to Sinemet-275, unless they require less than 1,500mg of levodopa a day in which case

they should be started on one Sinemet-plus tablet three or four times a day.

The tablets are yellow, half-scored, marked "Sinemet-plus" on one side and supplied in bottles of 100 (£10.70 trade). They will be available from September 16 but will be initially limited to hospital use only (apart from repeat prescriptions).
Merck Sharp & Dohme Ltd, Hertford Road, Hoddesdon, Herts EN11 9BU. ■

Colobase paste

Coloplast are bringing out a new ostomy paste. Colobase is an elastic ostomy paste used for levelling out scars, wrinkles, skin folds and other irregularities which cause leakage between the skin and the adhesive part of the appliance.

It is available on prescription in tubes of 50g (£1.95). *Coloplast Ltd, Somersham Road, St Ives, Huntingdon PE17 4LN. ■*

Cox oxprenolol

Arthur H. Cox are introducing a range of generic oxprenolol tablets in packs of 100. Trade prices are: 20mg £2.65; 40mg £4.40; 80mg £6.70, and 60mg £12. *Arthur H. Cox & Co Ltd, Whiddon Valley, Barnstaple, North Devon EX32 8NS. ■*

Trimopan packs

Berk Pharmaceuticals are introducing seven-day calendar packs for their 200mg strength Trimopan tablets. Each pack contains 5 × 14 tablets (£7.45 trade).
Berk Pharmaceuticals Ltd, St Leonards House, St Leonards Road, Eastbourne, Sussex BN21 3YG. ■

Proctofoam supplies

Proctofoam HC is now back in stock and Stafford-Miller apologise for any inconvenience caused while it was unavailable. *Stafford-Miller Ltd, The Common, Hatfield, Herts AL10 0NZ. ■*

ENGLISH GRAINS
*Strength...
is also in its ability
to wrap things
up.*

As part of our comprehensive manufacturing services for tablets, powders, liquids and pastes, is a highly efficient contract packing facility.

We can offer this service at extremely competitive rates for any type of bulk product. English Grains modern equipment includes: high



speed tablet counters, strip and blister packing machines, liquid filling lines, film wrapping and shrink wrapping machines.

Talk to our contract division and wrap up the whole deal to your complete satisfaction.

English Grains Limited,
Park Road, Overseal,
Burton-on-Trent, DE12 6BR.
Telephone: (0283) 221616. Telex: 341345

ENGLISH GRAINS
The name speaks volumes.

Cusson for men — eight products all priced under £1

Cussons are introducing a new range of men's toiletries, Cussons for Men. Eight items are available all priced under £1 and the company believes that in the present economic climate this will prove to be popular with the consumer. It is the first time, they say, that a range of products have been available in this price bracket.

The eight products are aftershave (60ml, £0.53; 112ml, £0.79), shave stick (£0.25), hairdressing non greasy (112ml, £0.75), super shave (170g, £0.60; 340g, £0.90), brilliantine (112ml, £0.55) and talc (200g, £0.69).

The toiletry products are expected to appeal to all age groups and the hairdressing and aftershave to the older generation.

Packaging comprises black labels with

white lettering and white, red and grey lines. A five-week advertising campaign breaks in the *Sun* the week commencing September 28. An advert will appear each week carrying a coupon redeemable for 10 pence against any of the eight products. Cussons estimate 18½ million coupons will be printed.

Shelf stickers and showcards are available for POS and the company promises the trade that Cussons for Men will be "a profitable good value range of men's toiletries which will revitalise your store presentation." Customers are promised that it will prove to be "an economic and functional range of men's toiletries whose value and quality belie the price". Cussons (UK) Ltd, Kersal Vale, Manchester. ■

Roc tester stand

Roc are introducing a new tester stand from France. The unit provides "a compact display of the latest make-up range" and comes in a brown and white colour scheme.

Further additions to the Roc range include powder blusher (£4.45) and mat foundation (40ml, £3.95). Powder blusher is available in a mirrored compact with brush and is available in three shades aurore (a delicate pink), printemps (a coral beige), and cuivre (a deeper rose tone). For combination and oily skins mat foundation is available in four shades opale, pêche, ambre and muscade. Roc Labatoires UK Ltd, Avis Way, Newhaven, Sussex BN9 0JX. ■



Evening bag offer

From mid-September until Christmas, Ocouture Fragrances, distributors of Parfums Grès, are offering a free evening bag with their 63ml Cabochard eau de toilette spray. Packaged in a grey box, the velvet-look aubergine clutch bag features the Grès emblem in gold. Ocouture Fragrances Ltd, Spur Road, Feltham, Middlesex TW14 0TJ. ■

The Savlon Dry merchandiser designed to hold one dozen products together with instruction leaflets for the consumer. Care Laboratories Ltd, 161 New Bond Street, London W1Y 0LN



Relaunch for All Clear shampoo

Elida Gibbs are to relaunch All Clear anti-dandruff shampoo. The changes are threefold — a new bottle will be introduced with an easy-grip shape and non-slip cap and a 250g economy size has been added to the range. Economy sizes account for over one third of all anti-dandruff shampoo sales, says the company, and the sector is continuing to



grow. New perfumes have also been developed for each of three variants.

All Clear is credited with a 8 per cent share of the £100 million shampoo market. Of this, the anti-dandruff sector is estimated to now hold a 40 per cent share.

Support for the relaunched brand will include a £1½ million national television campaign, money-off packs with the 75g size available at £0.39 (rrp £0.67), the 150g size at £0.59 (rrp £1.13) and the new 250g size at £0.97 (rrp £1.69). Display trays have been adapted for the 150g and 250g sizes. Elida Gibbs Ltd, PO Box 1DY, Portman Square, London W1A 1DY. ■

ON TV NEXT WEEK

Ln	London	WW	Wales & West	We	Westward
M	Midlands	So	South	B	Border
Lc	Lancs	NE	North-east	G	Grampian
Y	Yorkshire	A	Anglia	E	Eireann
Sc	Scotland	U	Ulster	CI	Channel Is

Anadin:	All areas
Askit powders:	All areas
Aspro Clear:	All areas except U, E
Clinomyn:	Sc
Cream Silk:	All areas
Ex-lax:	So
Farley's rusks:	Ln, Y, NE, M, Lc
Gibbs SR:	Ln, Lc, So, A, U, B
Paddi Cosifits:	All areas
Rennies:	All except U, E
Sanatogen multivitamins:	All areas
Urocare garments:	M

A TOP QUALITY PHARMACY-ONLY SALES TONIC

The
Pharmaton
Formula



We're celebrating ten years' successful growth in the U.K. with another sparkling Autumn promotion.

Pharmaton Capsules, containing 21 vitamins, minerals and standardised Ginseng extract, are being supported by national advertising featuring Dorothy's Diary, in Women's magazines including: Woman, Woman's Own, Woman and Home, Woman's Journal, Woman's World, Good Housekeeping and She.

There are also attractive trade bonuses from your usual wholesaler.

More information and new display material from:

Pharmagen Ltd.

Runcorn, Cheshire WA7 2PE

Tel: 0928 712918

How to Run a Beauty Salon

Are you thinking of opening your own Beauty Salon? Well, before going ahead, here are some important reasons why you must contact MORLE.

The Morle Slimming and Beauty Centres have run and advised successful salons for the past twelve years in the U.K., U.S.A. and France from small one-person units to large complexes. Our services are given free of charge.

In other words, we will help you, if required, from your initial concept and advise with design, staffing, equipping, internal systems and promotion; we will ensure from day one that you are progressing towards a highly profitable business. We do not look for any commissions on equipment — we would only like you to try the finest range of aromatherapy products available — CLEOR — the benefits to you are enormous.

CLEOR AROMATHERAPY range is a unique range offering you the highest quality natural products for the face and body. Cleor treatments guarantee that your clients will be delighted and that you will become a devotee of CLEOR.

MORLE will train your therapists free of charge; we incur all the travel and accommodation expenses. By taking CLEOR you would be exclusive in your locality, enjoy a high profitability, superb back-up service without having to experiment.

Before opening your beauty salon, contact CLEOR AROMATHERAPY — Agencies are still available in selected areas.

Write to:

David Lieber,
Managing Director,
Morle Consultancies,
176 Kensington High Street,
London, W.8.
or 'phone 01-937 9501

*Morle
Consultancies*

PRICE CHECKOUT

Infoscan:
Ensuring your customers
get your message

- * Continuously displays any moving message of your choice.
- * Lowest cost moving message machine available.
- * FREE custom-made display housing with all orders received by end September '81.
- * Price: £149 incl. VAT. Substantial quantity discounts available.
- * Minimum shelf space. Maximum sales effect.
- * Easy to use. Individual keyboard.
- * Reliable solid state technology (no moving parts).
- * Widely used by hotels, grocers, restaurants, airlines, estate agents and at any locations requiring essential point of sale information.



**SPECIAL
OFFER PRICE**
£99
inc VAT
One only per customer

For further information, call us today on 01-499 2476 or write for our free leaflet. Customers ordering by mail, please add £4.00 p&p and insurance.

Name _____

Address _____

Tel. _____

Answercall
23 Mount Street
LONDON
W1Y 5RB

CD6

Cameo sanitary protection range to cater for varying needs

Robinsons of Chesterfield have introduced Cameo, a range of sanitary protection designed to cater for the varying needs of women, particularly in the over 25 age group. Cameo supercedes the Supersure Nikini and Supersure Mene towels, pantie briefs and garments which will be phased out gradually.

Cameo mini pads (10, £0.34½; 20, £0.66) are extra wide for greater comfort. They have a central spreading layer and a leakproof backing for increased efficiency, and are completely flushable. Double adhesive strips hold the pad in place in the wearer's own close-fitting briefs.

Cameo press-on towels, in two absorbencies (10, £0.46½; 20, £0.92½, regular. 10, £0.53; 20, £1.05½ super), also have a central spreading layer and double adhesive strips. Cameo Nikini pads (10, £0.62; 20, £1.17) are designed for overnight protection, after childbirth or when frequent changing is difficult. The pads absorb lengthwise for greater effectiveness, have a leakproof backing and are completely flushable. They have tapered ends and can be worn with Cameo Nikini briefs or garments.

Cameo looped towels, in sizes 1 (10, £0.60), 2 (10, £0.69) and 3 (10, £0.85), replace the Mene brand and are highly absorbent cotton wool towels, again with lengthwise absorption to minimise sideways leakage.

The packs are co-ordinated by a cameo motif and floral pattern, a pattern carried through on the shelf "talkers" and on the outer cartons for easy identification in the stockroom.

Although Robinsons once marketed Cameo tampons — discontinued several years ago — they have no plans at present to add tampons to this new range.

Consumer advertising starts next January with full colour pages in *My Weekly*, *Woman's Realm*, *Woman's Own* and *Good Housekeeping*, and a double page insert in "You and your baby, part 11" and in *The Health Visitor*. The company thereby aims to reach 42 per cent of 25-44 year old women who buy 70 per cent of all sanitary protection.

Robinsons believe women now buy two, three or four different types of sanpro to meet their changing needs from puberty, through motherhood and the menopause; hence pharmacists should stock a range of different towel types, sizes and absorbencies.

Other promotion includes product sampling and public relations activity for local Press and radio. An educational



programme will be aimed at health visitors and women of all ages. Five free leaflets covering the menstrual pattern from puberty to the menopause are available from the Cameo information service.

As the range is intended to represent "value for money", Robinsons are offering bonuses which they believe should enable pharmacists to price competitively. *Robinsons of Chesterfield, Wheatbridge, Chesterfield, Derbys S40 2AB.* ■

Reactolite Rapide in three new lenses

Following the "outstanding success" of its first pre-tinted Reactolite Rapide photochromic glass this Summer, Chance Pilkington are introducing three new pre-tinted sunglass lenses for Spring 1982. They are Reactolite Rapide Brown 70, Reactolite Rapide Blue 70 and Reactolite Rapide Amber 70.

In 1982, Reactolite Rapide glass will be supported for the first time by a national television advertising campaign. This follows the success of this Summer's promotional activities.

Despite a general fall in UK sunglass sales, Reactolite Rapide glass enjoyed an increased market share and now accounts for some 70 per cent of photochromic sunglass sales, says the company. *Chance Pilkington Ltd, St Asaph, North Wales.* ■

Keystone extend Everflash line

Keystone have announced a new addition to their line of Everflash cameras available in the UK this month. The 309ES Tele-everflash, with Sensitron automatic flash, turns itself on and off automatically. When taking a picture a Cd's meter measures the amount of available light in the scene and the flash will fire only when the light level is too low.

The flash begins to charge when a finger is placed on the Sensitron button. A green ready light comes on as soon as the flash is charged and ready to fire. When the shutter release button is slightly depressed an audible alarm signals the user that flash is required. The flash automatically turns itself off within 30 seconds when the camera is not in use.

The model has a 46mm f/8 doublet lens for close-up shots and a 23mm f/8 doublet lens for normal pictures.

The 309ES uses 110 film and is said to take up to 300 flash pictures with two AA batteries. The shutter is preset at 1/125th second. Made in the USA it comes with a 1 year warranty and is packaged in a gift / display box. *Keystone Camera (UK) Ltd, King Street, Enderby, Leicester LE9 5NT.* ■

On-pack offers

Lilia White are currently running two on-pack offers on Panty Pads. The first, which is carried on the regular and super 10s sizes is a "Quilted fun bag" offer available for £2.99 in pink, black and burgundy.

Super plus Panty Pads are flashed with an offer of a canvas bag with zipper and matching umbrella for £3.99. Both are available in burgundy, black and navy. *Lilia White Ltd, Alum Rock Road, Birmingham B8 3DZ.* ■

Coty 50g sprays

Coty are to run a limited offer with 50g sprays of L'Aimant, Imprevu and Masumi for £2.75. For display, 16 spray mists, in either all three fragrances or L'Aimant only, are packed in a board merchandiser. The promotion will be available from mid September. At the same time Coty have reduced their Wild Musk products in price by £1. A board merchandiser is again available which gives details of the promotion. *Rigease Ltd, PO Box 27, Brentford, Middlesex.* ■

Relaunch for Clairol's Natural Balance

Clairol are relaunching the Natural Balance range of shampoos and conditioners. The range now comprises four conditioners and four shampoos in two sizes — 100ml and 250ml. (Shampoos £0.53 and £0.99; conditioners £0.85 and £1.39.) The shampoos have all been reformulated, two of which are pearlised variants. All four are colour-matched to the conditioners.

The range now comprises light, a transparent shampoo and opaque oil-free conditioner, colour-coded green for frequent use and recommended for greasy hair. Regular is the other transparent shampoo, again with an opaque conditioner. Colour coding for the duo is yellow/orange.

For dry hair Clairol have an extra care shampoo and conditioner duo with a blue colour code and finally there is the extra body shampoo and conditioner for fine, flyaway hair; colour coding being pink.

The relaunch will be supported by a television campaign and a women's Press campaign breaking December in *Cosmopolitan*, *Over 21*, *Company*, *Honey*, *Woman's World*, *Look Now* and *19*. All advertising will feature the Natural Balance haircare programme. A consumer promotion of a 28 page coupon booklet will be available free with one proof of purchase of a Natural Balance product.

Coupons

The booklet includes coupons for Natural Balance, Mum Quick Dry, Clairesse, Scholl products, a weekend at Champney's health farm, Wet Ones, Cressida ladies razors, Jordan toothbrushes and Oil of Ulay. POS showcards and window display cards are available. *Bristol Myers Ltd, Station Road, Langley, Slough SL3 6EB.* ■

Distributors appointed

Victory V, Hacks and Breezers are now being distributed by A. L. Simpkin & Co Ltd. A £500,000 national television advertising campaign featuring the "Goalkeeper" commercial starts on November 2 together with a regional campaign for Breezers in Granada and Scotland. *Barker & Dobson Ltd, PO Box 5, Whitefield Road, Liverpool L6 5DF.* ■

Rose expertise

PBI have further expanded their gardening book series by Dr D.G. Hessayon with the publication of "The Rose Expert". Larger than the work in the "Be your own expert" series, the 128 page book (£1.95) covers more than 330 rose varieties, together with advice on cultivation. It is published this month. *PBI Publications, Britannica House, Waltham Cross, Herts.* ■

Take stock of our success...

... and profit from the increased demand. Diastix sales up over 50% in one year and Dextrostix not far behind.

More and more diabetics are benefiting from these products. Make sure you do too!

Diastix*
reagent strips
Dextrostix*
reagent strips
the tests diabetics prefer

*Trademark



Diastix
is prescribable on FP10

Ames Division **MILES**

Miles Laboratories Limited
PO Box 37, Stoke Court, Stoke Poges, Slough SL2 4LY
Telephone Farnham Common 5151

Sassoon range for sensitive hair

Vidal Sassoon are introducing a range of haircare products for sensitive hair. They are extra gentle shampoo (200ml, £1.35), extra protection finishing rinse for sensitive hair (200ml, £1.35) and deep penetrating conditioner (100g, £1.75). The company says that the products contain a new formulation — keratin protein complex. The products they say are also enriched with pathenol, provitamin B5 and are pH balanced and oil-free.

Packaging comprises custom taupe with white lettering and are co-ordinated with the Sassoon brown line. Advertising will feature in the women's Press until the end of the year and a 1982 schedule is currently in hand. Further additions to the Sassoon haircare range can be expected says the company. *Vidal Sassoon, 1 Stadium Way, Tilehurst, Reading RG3 6BX.* ■



Display material for Cosifits

New POS material is available for Paddi Cosifits. A polystyrene, washable merchandiser holds 18 packs and there are heart-shaped stickers to give away or use in the display. *Robinsons of Chesterfield, Chesterfield, Derbys S40 2AB.* ■

Kotex on radio

Kotex Simplicity is currently featuring in a ten week local radio campaign in the London, Midlands and Scotland regions. The new campaign, with the theme "A terrific day", will run in conjunction with women's Press advertisements. *Kimberly-Clark Ltd, Larkfield, Kent.* ■

Market manual

Nielsen are to publish the first issue of a market information manual next month. It will give annual market values for over 250 product categories sold in grocers, off-licences, pharmacies (excluding Boots) and drug stores, confectioners and cash-and-carry outlets in Great Britain. Data will be broken down by shop type and region.

The manual will be offered to manufacturers with a "considerable" price reduction if ordered before the end of November. *Nielsen Business Services, Nielsen House, Headington, Oxford.* ■

Do you know many Retail Chemists who increased their profits last year?

We do.

With over 30 years experience in the Retail Chemist market we have proved time and again to our many clients that adopting the correct marketing strategy and creating the right image leads to higher profitability. From initial contact, market definition, merchandise analysis, display system and dispensary planning, creative design involving shopfront, colour schemes, lighting and graphics to final installation and execution, the full backing of the Dollar Rae organisation is at your service.

Let us turn your business into a more effective selling tool. For further information and copy of our brochure contact:

Dollar Rae, Freepost, Glasgow G41 1BR

Dollar Rae

Creators of retail environments

Tel: 041-649 9331 Telex: 779394
Represented throughout the United Kingdom



Save an arm and a leg now. Save your arm later.

As a special introductory offer, you can save £8.00 on a price marking starter pack comprising a superb Pitney Bowes 1110 labeller and 10,000 labels.

Or take advantage of our double starter pack offer saving over £28.

The 1110, the world's largest selling labeller, is lightweight and designed to reach into those awkward corners. It prints accurately and clearly and will price items up to £99.99.

The body is made of the same impact resistant material as safety helmets to take all the knocks. And the security cut labels will prevent price switching.

The 1110 carries a two year guarantee against defects in manufacture.

In fact we are so certain this labeller will save you from writer's cramp, we are giving you a 15 day trial.

If you're not completely happy with its performance at anytime within that period, return it to us and we'll refund your money.

And for your future label requirements we can offer a wide range of colours and individually printed labels, all at reasonable cost. For details, fill in the coupon.

£99.99

£1.65

REDUCED
39¹/₂P

Starter pack offer £26.

(Plus VAT and £1.43 post and packing.)

One 1110 labeller.

plus:- variety label pack (3 reels of each as illustrated) or:- standard label pack (9 reels of plain white.) A total of 10,000 labels.

Special double starter pack offer £39.50.

(Plus VAT and £1.71 post and packing.)



To Pitney Bowes Marking Systems Ltd.
Horsecroft Road, The Pinnacles, Harlow, Essex CM19 5BH.


Please send me the Pitney Bowes 1110 single starter pack ☐ with variety labels ☐ Standard labels ☐ An additional starter pack ☐ With variety labels ☐ Standard labels ☐

Name _____

Address _____

Tel: _____

No. of employees 1-10 ☐ 11-20 ☐ 20+ ☐

 **The mark of reliability.**
Pitney Bowes
Marking Systems

NEW
'counter prescription'
from WinPharm

Franolyn Expect.

**The entirely
 NEW treatment
 for chesty coughs**



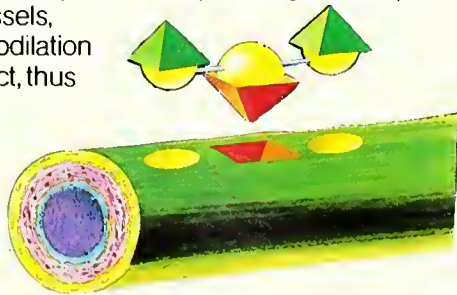
The right scientific pedigree

Each 5ml. of Franolyn Expect contains:
 Theophylline BP (Anhydrous) 60mg. Guaiphenesin BPC 25mg. Ephedrine BP 4.75 mg.

It's this unique formulation that makes
 Franolyn Expect the ideal expectorant for you to 'counter prescribe'.

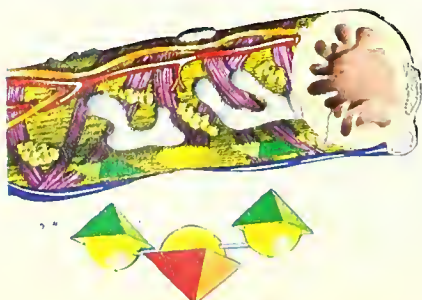
Franolyn Expect reduces congestion

The ephedrine present in Franolyn Expect, by binding to the alpha receptor sites on blood vessels, reduces the degree of vasodilation in the upper respiratory tract, thus easing inflammation and reducing congestion in the bronchial tree.



Franolyn Expect dilates the bronchial tree

Ephedrine also binds to the beta-receptors on the smooth muscle around the bronchi and bronchioles resulting in muscle relaxation and so achieving bronchodilation.⁵ This action is reinforced by the inclusion of theophylline which interferes with the intracellular breakdown of cyclic adenosine monophosphate (AMP) – a key factor in the regulation of muscle contraction.^{5,6}



Franolyn Expect reduces mucus viscosity

Franolyn Expect contains the well known expectorant guaiphenesin, which has long been accepted for its ability to increase the output of respiratory tract fluid, consequently improving the flow properties of tenacious bronchial mucus.

Franolyn Expect increases air flow

By reducing congestion, dilating the bronchial tree and reducing mucus viscosity, Franolyn Expect achieves the fourth of the ideal criteria for an expectorant – increased air flow.

Franolyn Expect gives prompt & prolonged relief

Ephedrine has a rapid onset of action whilst that of theophylline is relatively slow but more prolonged. This prompt but prolonged relief of their combined action is not merely additive but, clinical studies suggest, actually synergistic in that they reinforce each other's bronchodilatory effect.⁷

Franolyn Expect does not cause drowsiness

Unlike many other over-the-counter cough remedies, Franolyn Expect relieves symptoms without causing drowsiness. This makes it ideal for ensuring that your customers' normal daily routines are not impaired and is particularly valuable in not affecting their concentration or alertness.



160 times every month, on average, your professional advice as a pharmacist is sought in the treatment of coughs and colds! This significant fact, borne out in every recent survey, puts cough and cold remedies "Top of the League" in counter prescribing.^{2,3,4}

Until now you've only had half the answer. This year WinPharm have come up with an entirely new treatment for chesty coughs – Franolyn Expect.

New Franolyn Expect has an unique pharmacological profile and, compared with six of the best-selling over-the-counter cough remedies, Franolyn Expect alone fulfills all the criteria required of an ideal cough treatment – including that of not causing drowsiness.

Brand	1	2	3	4	5	6	Franolyn Expect
Reduces mucus viscosity		✓		?		✓	✓
Reduces congestion			✓		✓	✓	✓
Dilates the bronchial tree					✓		✓
Increases air flow					✓		✓
Rapid and long lasting relief							✓
Does not cause drowsiness	✓	✓					✓

The right commercial profile

Franolyn Expect now gives you the opportunity to "counter prescribe" an entirely new treatment for your customers. Like all WinPharm products, Franolyn Expect is:

- Distributed only to pharmacies
- Not advertised to the public
- Backed by Winthrop resources
- Comprehensive information facilities

PLUS

- Entirely new scale of introductory margins.

Each order you place for Franolyn Expect will bring you a really special level of bonus which could show you as much as **£34.38 profit on a £37.62 outlay**, equivalent to over 91% on cost or nearly 48% on net sales value, at best terms. See your WinPharm representative for full details.

PLUS • Special backing for local pharmacies

Special window displays

Designed to suit all shapes and sizes of window area, these highlight the pharmacist's professional skill and expertise and stimulate the public into asking for advice.

Key sites for poster campaign

Carrying a message which will motivate cough sufferers into asking for their local pharmacist's professional advice.

In-store sales aids

To assist in counter prescribing Franolyn Expect, a number of sales aids are available recommending that your customers should seek your advice about chesty coughs.

No one but WinPharm can claim to repay so handsomely the time and professional effort you spend in actively "counter prescribing" for chesty coughs.



WinPharm

Working with pharmacy for a healthier future

Full information is available from WinPharm, Sterling-Winthrop House, Surbiton-upon-Thames, Surrey, KT6 4PH.
"Franolyn" is a registered trade mark.

References
1 Phelan, M.J. and Jepson, M.H., Pharm J., 1980, 225, 584
2 Boylan, J., Pharm J., 1978, 221, 328
3 Dale, G.E., et al., ibid, p386
4 Martin-Hamblin Research, Chemist & Druggist, 1978, 210, 37
5 The Pharmacological Basis of Therapeutics, 6th edit., p602, Goodman, L.S. and Gilman, A.G., Macmillan, 1980
6 Textbook of Pharmacology, 2nd edit., p24 11, Bowman, W.C. and Rand, M.J., Blackwell Scientific, 1980
7 Lyons, H.A., et al., Curr Ther Res., 1975, 18 (4), 573

We may only make little things but the hair accessories market means a lot. In fact it's a fast-growing area of your business which you can't afford to ignore -and it's very profitable.

What's more our products sell themselves. The familiar wall and spinner units make it easy for your customers to self-select and purchase. Not just once but over and over again.

If you don't stock Lady Jayne, you're missing out.



Because Lady Jayne means a lot of business - for little effort.

Why not telephone our Sales Director today who will be pleased to give you full details.

Contact: Jack Moss, Laughton & Sons Limited, Warstock Road, Birmingham B14 4RT.
Telephone: 021-474 5201.

LADY JAYNE
FOR SIMPLY BEAUTIFUL HAIR

LITTLE THINGS MEAN A LOT.



COUNTERPOINTS

B'Supreme 'handy size' capsules

The Food Supplement Co are adding a new B'Supreme handy size to their range of vitamin capsules (24 capsules £1.15). A launch bonus of 50p per case off the



normal trade price is currently available. Each case holds 10 packs. *Health & Diet Food Co Ltd, Seymour House, 79 High Street, Goldalming, Surrey GU7 1AW.* ■

Henna haircare

A new range of henna haircare products has been introduced. Naturelle by Andre Bernard comprises shampoos for blondes, redheads, brunettes (125ml £0.75, 250ml £1.20); treatment wax (250ml £1.33); conditioner (150ml £0.89), and henna powder in red, brown, golden and neutral (90g £1.49). *Naturelle Ltd, 6 Park Lane, Wembley, Middlesex.* ■

Powder and cream YSL eye shadows

Les fards velours are Yves Saint Laurent's latest make-up creations — eye shadows that have the best properties of both

Johnson & Johnson are to run a one month poster campaign commencing October. With the theme "Ooh's Aah's and Ouches", the campaign promotes J&J's range of first aid dressings. Johnson & Johnson Ltd, 260 Bath Road, Slough, Berks SL1 4EA

FOR OOH'S AAH'S AND OUCHES

cream and powder. Soft to apply and yet long-lasting, the shadows are fragrance-free, waterproof, and come in individual black boxes with mirrors. They retail at £6. Eight colours are available — ivory, gold, copper, turquoise, silver grey, pink, violet, orange.

The Yves St Laurent Autumn / Winter look is called le blanc et le noir and consists of porcelain pressed powder (no 6), pastel rose blushing powder (no 9), charcoal / white eyeshadow powder duo (no 37) and dark purple lipstick (no 31). *Charles of the Ritz Ltd, 51 Charles Street, London W1X 7PA.* ■

Trial sprays

In mid-September Prince Matchabelli are introducing a Cachet and Aviance 9g eau de toilette spray. Packaged in a swirl bottle with colour matched taupe (Cachet) and terracotta (Aviance) caps, the sprays will give the consumer the opportunity to try the two fragrances, prior to Christmas, for £0.99. The sprays will be available in a pre-pack of 48 (36 Cachet and 12 Aviance). *Prince Matchabelli, PO Box 242, Consort House, Victoria Street, Windsor, Berks SL4 1EX.* ■

Metatone^{*} Tonic

-part of the family



PARKE-DAVIS

part of the Warner-Lambert Group

good products for you and your customers

Active Ingredients: Vitamin B₁, Ph Eur, Calcium glycerophosphate, Potassium glycerophosphate, Sodium glycerophosphate, Manganese glycerophosphate.

Parke-Davis & Co., Usk Road, Pontypool, Gwent NP4 0YH.

Further information and data sheet available on request. *Trade mark R81056

Headaches can't escape from Pharmacin



New Pharmacin capsules are the first major advance in analgesics for a decade.

Being capsules they are very easy to swallow, and have no bitter aspirin aftertaste.

Important to you are the special introductory deals.

They're very big. Very favourable. And too good to ignore.

Get all the details and the full story on new Pharmacin capsules from your local wholesalers, Optrex representative, or contact Andy Imms at Optrex Ltd.

The address is City Wall House, Basing View, Basingstoke, Hampshire.

Or you can call him on (0256) 57272.

**The new
Pharmacin
Capsule.**



COUNTERPOINTS

Match the lips contest by S&N . . .

Smith & Nephew Toiletries are offering a first prize of an Enterprise skiing holiday for two worth £700 in a Labello "Match the lips" contest. Headboards containing entry leaflets are attachable to existing Labello display material.

To be eligible, entrants must purchase a Labello lipslave (as the code number on the base of the product and the till receipt

must accompany all entries), match the mouth illustrations to the famous personalities listed and complete the sentence "Labello for lips because . . ."

The winner may choose a skiing holiday for two (inclusive of all equipment, ski lift charges etc) from the Enterprise Winter 1981-82 or 1982-83 brochures. Every entrant will receive a voucher allowing a £10 reduction on any Winter holiday for two selected from the same brochures. The contest closes March 31, 1982.

S&N are also offering discounts on orders of Atrixio hand cream linked with

the purchase of Labello lipsalve. *Smith & Nephew Toiletries Ltd, Welwyn Garden City, Herts WD3 1EZ.* ■

. . . And Christmas gift sets for Nivea

Smith & Nephew will also be introducing a Nivea skin care and bath time set this Christmas. The skin care set will contain a 125ml Nivea lotion, 125ml skin freshener and a 45g Nivea creme and the bath time

It pays to display.



Sudocrem is a real profit maker!

As a general sales list product Sudocrem can be freely displayed. Sudocrem is particularly useful for the treatment and prevention of napkin rash.

It can also be used to treat a wide range of other skin conditions, napkin rash, eczema and bedsores.

There is a strong demand from customers for this product, (we've received hundreds of letters asking "where can we get Sudocrem?") there is strong support available for you.

So don't wait — Display Sudocrem now and cash in on a winner.

Sudocrem
ANTISEPTIC HEALING CREAM

Napkin Rash
Eczema
Bed Sores

David Anthony Ltd.,
Pharmaceutical Distributors, 59 Crosby Road North, Liverpool L22 4QD

Retail Prices. R.R.S.P. per Unit (Inc. Vat) 65g — 55p, 125g — 87p, 325g — £1 76



set a 100g Nivea soap, 350ml foam bath, and a 100g Nivea talc. Both sets will retail at £2.25 and packaging comprises the familiar "Out of the blue" design. *Smith & Nephew Toiletries, Welwyn Garden City, Herts.* ■

Vespré advertising

Johnson & Johnson are to start an "intensive" three month advertising campaign for Vespré in October. The campaign will be aimed specifically at the teenage market with over 40 advertisements in eight leading teenage magazines, including *My Guy*, *Photo Love* and *Jackie*. *Johnson & Johnson Ltd, 260 Bath Road, Slough, Berks SL1 4EA.* ■

Freshtex window cloth

Freshtex have introduced a new window cloth (£0.92). It is impregnated with actifresh, an additive which, the makers claim, kills off bacteria and prolongs the life of the product.

The cloth, measuring 17in x 17in, is packed in a reseal bag. *Freshtex Ltd, Henrietta House, Henrietta Place, London W1A 4SN.* ■

SHOWRAX for the Modern Pharmacy

NEW
RANGE



The Best of Both Worlds

With all the problems surrounding prescription income, the key to prosperity for today's Pharmacist lies in increasing turnover from a well-planned and attractive front-shop area. But how do you choose the right display method?

Until now the choice was usually between a standard display system, which allows for very little individuality, or a totally custom-made interior, involving expensive designers, specialist carpentry and many days of lost turnover.

Now Showrax, Britain's leading manufacturer in retail display, have launched a brand new range of equipment. It combines the low-cost benefits and flexibility of a modular system, with the freedom to choose the exact colours, materials and layout you require, within the standard range.

All the facts on our new equipment, and everything you need to know about pharmaceutical shopfitting is in our "Pharmacy Information Pack" which is yours for the asking.

To: The Northfleet Group,
Tower Works, Lower Road, Gravesend, Kent.
Telephone: 0474 - 60671

CDP

Please send me my **FREE** Pharmacy Information Pack

Name _____

Address _____

Tel. No. _____

The
Northfleet Group 

SHOWRAX

...and now the **GOOD NEWS!**

3 new ways to make money

-nationwide!

New Beechams Powders Mentholated, specially for head colds. New Adult Formula Venos for 4-hour cough control. Test marketed* last winter, with big advertising backing, both scored significant successes.

Now both are going national – together with Beecham's third new moneymaker, Mac Blackcurrant, the throat lozenge that will scoop the market with its brilliant, tangy flavour.

Heavily supported on TV, backed by Britain's leading home medicine manufacturer and bearing a known and trusted brand name, each will prove a certain seller, a certain way for you to make money.

Get your stocks in now. Big ones. Remember, the more you display, the more you sell, the more you make.



*Beecham Powders Mentholated in Wales, the West & Midlands; Adult Formula Venos in Scotland.

BEECHAM HOME MEDICINES
Good news for sales

LRC out to 'maintain dominance' of cough proprietary market

LRC Products are to support their cough syrup brands with £¼ million in a three month period. The company says it intends to increase its dominance of the proprietary cough medicine market, boosting its market share by 2 per cent to 31 per cent this Winter.

Their brands, they say, were resilient to last season's adverse trading conditions because of the "strong promotional support" placed behind Buttercup, Galloway's and Liqufruta. "Although the proprietary market as a whole dropped in volume by 6 per cent compared to 1979, our brands more than maintained their sales," says Ted Wallbutton, marketing controller for medicines. "In fact, it was a major feature of the market that heavily advertised traditional cough syrups held their market share while consumers grew resistant to the more expensive multi-symptom products and non-advertised proprietary brands."

Ten years of consistent advertising support have made Galloway's the number one brand in the south of England and the company is confident consumers will respond just as positively to the advertising planned for its two national brands, Buttercup and Liqufruta.

Buttercup cough syrup became nationally available last Autumn. "It has already established itself so well in the south that it will be among the national

brand leaders by the end of next year," says Ted Wallbutton. National television advertising running from December to February will concentrate on Buttercup's effectiveness and pleasant taste.

Buttercup sweets will also receive advertising support, building on the consumer awareness generated by the syrup commercials. Last Winter, an advertising test in Yorkshire and Tyne Tees television areas produced a 122 per cent rise in sales. LRC will be advertising in these regions again during the peak Winter period, adding the Midlands and Lancashire regions to the schedule this year.

Liqufruta, LRC say, is the only herbally-based proprietary cough syrup available and they will be advertising in the top 10 women's magazines. The company estimates 70 per cent of all housewives will see the advertisement on average eight times during November and March. A Winter bonus on cough syrups and sweets is available; further details can be obtained from the LRC salesforce.

"We are confident that despite the general decline in proprietary cough medicine sales our brands will continue to show real volume growth," says Ted Wallbutton. "Each brand has developed a strong individual consumer franchise and we shall be protecting this with consistent advertising support." *LRC Products Ltd, North Circular Road, London E4 8QA.* ■

Lancôme in Autumn

The forêt de fontainebleau Lancôme collection has two looks for Autumn — les nuances brunes and les nuances grises.

Les nuances brunes comprises flashing eyes in green douceur bosquet with mother of pearl douceur nacre, auburn blush with blush satin whisky and lips and

nails in warm brown stylo à lèvres and vernis in cacao.

New grey-blue douceur charmillie with deep amethyst douceur muscat tinged with blush satin cherry on the eyes as well as cheeks make up the les nuances grises look together with stylo à lèvres and vernis in honfleur for the mouth and nails. The collection is now available. *Lancôme England Ltd, 14 Grosvenor Street, London W1.* ■

Pucci fragrance

Parfums Emilio Pucci of Paris are launching a third fragrance, Pucci, described as a unique green fragrance inspired by the white scented blossom of the Sampaguita, national flower of the Phillipines. The perfume will be available as an eau de parfum and eau fraiche.

Each has a different colour theme

Pucci pinks are the packaging of Pucci eau de parfum with blues and greens for eau fraiche. Prices for the eau de parfum are 30ml, £13.67; 60ml, £20.50; 120ml, £34.20; 22.5ml natural vaporisateur, £6.83; 60ml, £21.18 and 120ml, £34.85. For eau fraiche prices are 60ml, £8.19; 120ml, £12.99; 240ml, £19.16; 22.5ml natural vaporisateur, £3.99 and 60ml, £8.85. *Parfums Pucci Ltd, The Old Manor House, Ickleford, Hitchin, Herts.* ■

Christmas gift sets from Aziza

For Christmas Aziza are introducing two new gift packs. The starter kit is a carry pack comprising a soft touch duo, a two tone lustre shadow and a mascara with sealer. Also in the pack is a booklet demonstrating "all you need to know about eyes" with six 25p vouchers included for other Aziza products. Available in either blue or brown shades, the kit will retail at £4.95.

The second product is a two tone party pack (£2.95), a trio of mix and match shades featuring three two tone shadows.



Four trios are available: cocoa with blue, cream with blue and pinky peach with blue; winewood with wine, beige with pink and copper beige with copper; ginger with green, beige with green and cocoa with green; light blue with pink, cream with blue and cocoa green with blue. *Prince Matchabelli, PO Box 242, Consort House, Victoria Street, Windsor.* ■

Melodic Harmonies

Melodic Harmonies is the name of Helena Rubinstein's look for Autumn and the description is soft, misty and alluring.

There are three skin lipstick shades, tango, concerto and opera, and three eyeshadow combinations — brown sugar / dancing star, night blue / jazz story, and mauve paradise / smiling rose. Finally there are six new eye pencils, true brown, soft charcoal, forest green, soft plum, silver blue, and clear lilac. The collection goes on counter October 15. *Helena Rubinstein Ltd, Central Avenue, West Molesey, Surrey KT8 0RB.* ■

SUPER-STRENGTH has a super-strong advertising campaign behind it

**Are you ready
for the
new business
it will bring?**

carton lasts 16 days. Suggested retail price is £3.95. Now you can offer your customers a choice – SEATONE in the regular bottle or SUPER-STRENGTH SEATONE in the new handy pack.

This can mean just one thing. Even more sales.

Your support is a massive full-page, full-colour advertising campaign in publications such as Here's Health, Healthy Living, Yoga Today, Health Now, She, The Lady, Choice and others.

Are you ready for the new sales . . . and profits . . . this super-strong marketing programme will bring!

McFarlane Laboratories' SEATONE is already Britain's Number One selling brand of Mussel Extract. Health food stores and chemists are reporting growing sales and profits.

Now we're introducing the highest-strength pure mussel extract capsule available in the UK.

SUPER-STRENGTH SEATONE in a BLISTER-PACK CARTON.

Each pack contains 48 capsules. Only three capsules need to be taken a day, so the



McFARLANE **SUPER STRENGTH** **SEATONE**

McFarlane Laboratories (UK) Ltd.
New Zealand House, Haymarket,
London SW1Y 4TE, England
Telephone: 01-930 8028

SEATONE

The leading mussel
extract now fits in
with mealtimes...
pockets...
and budgets

This distinctive SEATONE bottle contains Britain's fastest-selling Green-Lipped Mussel Extract.

Now it has been joined by an equally distinctive pocket-pack.

This is SUPER-STRENGTH SEATONE in the blister-pack carton.

Both bottle and pack contain capsules with 100%-pure, guaranteed-genuine McFarlane New Zealand Green-Lipped Mussel Extract — and nothing else.

The difference?

The 110 capsules in the SEATONE jar hold 7.50 milligrams each. We suggest you take one a day. For a 14-day supply the jar is recommended at £12.95.

The 48 capsules in the SUPER-STRENGTH SEATONE pack hold 150 milligrams each. You take just once a day. At £12.95, the value for money is a 10-day supply.



SEATONE
100% PURE

McFarlane Laboratories (UK) Ltd.
New Zealand House, Haymarket,
London SW1Y 4TE, England.
Telephone: 01-930 8028

SEATONE

100% PURE

Veganin

PERIOD PAINS RELIEVED

also

HEADACHE TOOTHACHE INFLUENZA BACKACHE

The leading pharmacy only analgesic
and a worthwhile recommendation
for you and your customers.

Headache · Toothache · Backache · Influenza · Period Pains

Veganin*

Pain Relief Tablets

WARNER

part of the Warner-Lambert Group

good products for you and your customers

Presentation:

White tablets containing
Paracetamol Ph. Eur. 250.00mg Aspirin Ph.
Eur. 250.00mg Codeine Phosphate Ph. Eur.
6.80mg

Uses:

VEGANIN provides analgesic and antipyretic
properties. It is indicated in influenza and

other conditions which require an antipyretic
and for all kind of mild to moderate pain,
especially headache, dysmenorrhoea,
rheumatism and toothache.

Dosage:

Adults: one or two tablets to be swallowed
every 3 to 4 hours up to a maximum of
8 tablets in 24 hours.

Children: (6-12 years) 1/2 to 1 tablet to be
swallowed every 4 hours up to a maximum of
4 tablets in 24 hours.

Children under 6 years: not recommended.

Contra-indications:

Hypersensitivity to any of the components.
Not to be used by patients suffering from
active peptic ulceration and haemophilia.

Warnings:

Not recommended to be used in pregnancy

The stated doses should not be exceeded

Package Quantities:

Cartons containing 10, 20 and 50 tablets in
opaque blisters. Price to pharmacy as at 12.80
of £.23, £.385, £.8225 respectively

Product Licence Holder: William R. Warner & Co. Ltd., Usk Road, Pontypool, Gwent NP4 0YH. Product Licence Number: 0019/5041 R
Full technical information and data sheets available upon request.

*Trade mark R81055

COUNTERPOINTS

Size changes for Young and Lovely

Dorothy Gray's Young and Lovely range is being relaunched with new packaging and different sizes. All products now come in a 125ml pack with the exception of the clearing cream which is in 30ml quantities (£2.30). Prices are £2.30 for the skin cleanser, £2.65 for the cleansing grains and facial washing cream and £2.15 for the refining lotion and beauty lotion.

The new containers are white with a large YL motif appearing in turquoise and pink. *Interbeauty Ltd, 202 Terminus Road, Eastbourne, East Sussex.* ■

100pc free in Vespre offer

In October Johnson and Johnson are offering on Vespre 20 towels for the price of 10. New packaging will carry yellow flashing to highlight the promotion and there will be an advertising campaign in the *Sun*, *Daily Mail*, *Daily Express*, *Daily Star* and *Daily Mirror*.

Continuing support for the brand will be generated by a campaign in the women's and teenage Press. In 1981 over



half a million samples of Vespre will reach new mothers via Bounty Bag distribution, Johnson's say. The 100 per cent free offer will run while stocks last. *Johnson & Johnson Ltd, 260 Bath Road, Slough, Berks SL1 4EA.* ■

Estee's Christmas

Estee Lauder's Christmas collection includes gifts of fragrance, porcelain, crystal and scented candles.

Youth Dew products come in flowered porcelains in blue and russet on white with each piece dated. Alliage porcelains have "four seasons" scenes and Cinnabar ones are in red, wrapped in red and beige. White Linen is available in perfume presentations as well as parfum sprays,



soap, body lotion and dusting powder and there is a selection of Azuree fragrance and bath gifts.

Finally there is a selection of Private Collection perfume sizes wrapped in a replica of Mrs Lauder's personal stationery. Prices range from £4.20 to £75. *Estee Lauder Cosmetics Ltd, 71 Grosvenor Street, London W1.* ■

Elastoplast's child safety promotion

The latest Elastoplast promotion comprises two 6in reflective safety stickers, a green cross code guide, a green cross badge and a signed photograph of the green cross code man himself. This is in return for proof of purchase of two Elastoplast cartons.

The campaign will be advertised from October 5 in the *Sun*, *Daily Mirror*, *Daily Record*, *TV and Radio Times*, *Woman's Realm*, *Woman's Weekly* and *Woman*. Pos material will also be available. *Smith & Nephew Ltd, Welwyn Garden City.* ■

Ritz Sonata

Charles of the Ritz are to introduce Autumn Sonata, a new colour score for Autumn 1981. Eyes comprise Revenescence pressed eyeshadow quartets of Autumn green, copper crescendo, champagne caprice and aubergine adagio. Eye-lighting is achieved with Ritz eyeshadow pommade in new rosegold rondo. Cheek blusher is cinnamonglow, a new shade of Revenescence cheek glow, for the lips Revenescence classical cassis and Ritz lips in new no 25, and for the nails in new Ritz tints of classical cassis and sienna sonata. *Charles of the Ritz, 51 Charles Street, London W1.* ■

Belt for backache in pregnancy

Seton are introducing Fembrace, a perinatal support designed to relieve the common complaint of backache during and after pregnancy.

Research into back-pain in pregnancy shows that it follows no logical pattern, and is not influenced by factors such as obesity, height, parity or age, but rather by ambient hormone levels during pregnancy, which lead to relaxation of the ligaments supporting the pelvis, the company say. This allows movement of the normally stable sacro-iliac joint and pain presents as low unilateral or bilateral backache, sometimes radiating to other areas.

A programme to alleviate the condition includes assessment of pelvic arthropathy, manipulation by physiotherapy, followed by the application of the Fembrace belt to provide relief and maintain the correct position of the sacro-iliac. The support is made from a heavy elastic woven material, with Velcro fastenings. It is a ready-to-wear item, individually boxed, and available in three sizes from October. Further details from *Seton Products Ltd, Tubiton House, Medlock Street, Oldham, Lancs OL1 3HS.* ■

ESP mascara

Yardley are introducing ESP mascara which they claim is smudgeproof, tearproof and longlasting. The mascara (£1.75) comes in three shades, rich black, rich brown and rich navy. A counter merchandiser is available. *Yardley of London Ltd, Miles Grey Road, Basildon, Essex.* ■



The new display outers for the beauty and medicated masks. Half-page advertisements, directed to teenagers with oily skins, will appear in teenage magazines throughout Autumn. *De Witt International, Seymour Road, London E10.*

MUCRON - ALREADY THE BRAND LEADER BY A MILE - IS GOING ON TV FOR THE FIRST TIME!



Yes — this September Mucron hits the box in a big way
IN ADDITION to heavy national press advertising.

- * The TV Campaign spans almost a *whole year* starting mid September 1981.
- * Covers 80% of the country.
- * 93% Adult coverage with average of 16.5 opportunities to see.
- * Not one, not two, not three but FOUR compelling 20 and 10 second commercials.
- * Plus large space special positions in all popular Dailies and Sundays.

Be prepared
for the extra and
profitable sales
**CHECK YOUR STOCKS
AND BUY IN
NOW!**

Mucron-THE BRAND LEADER

Another Guaranteed product from Interlabs.

new products
photographic
offers
deliveries
range
sundries
ethicals
specials
discounts
merchandising
galenicals

An 'interim' review of wholesaling services — the discount aftermath

Leading wholesalers put their view: also the NAPD's director, the PSNC, manufacturers, two proprietor pharmacists and others

The C&D 1978 checklist for pharmacy in 1984 at half-time

The consensus of the pharmaceutical cognoscenti in the Autumn of 1978 was that the overt, cash-discounting just introduced by the majority of wholesalers would result eventually in a drastic diminution of the pharmaceutical services available to the public — and that the cash advantages gained by retailers would be short-term and rapidly dissipated by the radical actions of some protagonists.

Three years have elapsed since then and C&D has elected to review the wholesale services provided today and to see if the predictions made by the sages of '78 were accurate. Also we invited people to take stock and make their own forecasts. (The last C&D wholesaling feature was in September 1978.)

The contributions made include a personal view of wholesaling from the new director of the National Association of Pharmaceutical Distributors; points made by various manufacturers about the relationships between themselves and wholesalers; comments from the PSNC; a review of the "wholesalers' war", plus a look to the future, by two proprietors in general practice. Finally interviews with the managing directors of the major symbol groups.

The C&D seer in 1978 was one "Cynicus". In those days he invited wholesalers to detail the services they offered to general practice pharmacists and was disappointed to find: "... some reluctant to provide information, while others declined entirely."

He invited three managing directors of leading wholesale groups (ICML, Vestric and Unichem) to contribute their personal company forecasts and centred his own

vision of the future pharmaceutical world on the Orwellian year of doom — 1984.

In 1981 we found that most wholesalers were still diffident about discussing in any detail the services and terms they give — that only seven out of 90 of our service-survey questionnaires were returned suggests that silence can be orchestrated, if not golden.

In 1981 there are very few prophets left, for many of the earlier portents sadly came true. And no one wants to be saddled with the doubtful honour of saying: "I told you so!" There are nevertheless some still who are neither downcast or pessimistic in looking ahead to their "brave new world".

Cynicus is dead now (he died from shock at the PSNC conference, March 8, 1981 ... Dr Gerard Vaughan, the Minister for Health was speaking at the time). And so we can mull over his picture of pharmacy 1984, without risk of bringing him further pain.

Cynicus is dead now (he died from shock at the PSNC conference, March 8, 1981 ... Dr Gerard Vaughan, the Minister for Health was speaking at the time). And so we can mull over his picture of pharmacy 1984, without risk of bringing him further pain.

□ The Government will decide to take away retailers' discounts at a stroke ... *Fulfilled*, June 8, 1981. Minister for Health proposes an interim discount scale and to offset £10 million, owed on the balance sheet, against discounts already taken by retailers.

□ Manufacturers to maintain their margins initially ... *Just so*. Now take greater margins by reducing the wholesalers'.
□ Wholesalers will have their margins officially trimmed ... *Yes*. Unwritten understanding between manufacturers and government results in the wholesaler getting an average discount of 10 per cent, plus 2½ per cent for prompt settlement,

by mid 1981.

□ Contractors' on cost will diminish because of a fall in the net ingredient costs ... *Yes and no*. Historically, any discounts given tend to lower NIC, but "differential on cost scheme" introduced by PSNC causes something of a sensation — the big dipper, mark 1. Mark 2 now running in.

□ Wholesalers will slash credit periods ... *Yes*. 90 days becomes 60 becomes 30 becomes cash-on-delivery — for the rich.

□ Wholesalers to reduce stock inventories and service levels ... *Yes*.

□ Wholesalers to make fewer daily deliveries ... *Yes*.

□ Direct ordering obligatory for "unobtainable" ethicals ... *Yes*. But differentials terms introduced, August 1981, by some manufacturers to encourage stocking of low volume ethicals by wholesalers.

□ Wholesalers will refuse to stock Controlled Drugs ... *No*. But there are rumblings of discontent.

□ Wholesalers' profits to be eroded ... *Yes*. But some are recovering after redundancies and other operating economies.

□ Independent pharmacies nationalised ... *No or Not Yet* — 1984 is still three years away.

□ "Doctor dispensing" in residence at state-run health centres ... *No, but ... ?*

□ "Doctor dispensing" restricted to prescribing drugs from Government's list of products to be used ... *Not yet*. But new BNF, limited drugs list proposals ...

□ Drugs distributed from Regional Supplies Officer on same terms as hospital contract ... *Not yet*.

□ Government policies (such as the drugs list and supply contracts) force many manufacturers out of business ... *Yet*. Cynicus may be dead, but can he rest in peace?

Continued on p451



HE'LL OPEN YOU'LL TAKE



Meet your new Sanatogen Multivitamin Salesman. He's the star of our latest television commercial. And he'll be popping up on your screen throughout the year.

He'll be doing a great job of selling Sanatogen Multivitamins. So, when he jumps out of his box, you'll see a lively leap in sales.

IN THE BOX. THE MONEY.

Of course, we're giving him plenty of support. We're spending more than ever before: a total of over £1 million.

We not only have a new TV commercial, we also have a new campaign of full-colour advertisements in the women's magazines.

What's more, we've redesigned our packs to make them even more appealing on your shelves.

Sanatogen Multivitamins are already the biggest-selling range of vitamins in the country and with this little chap's help they'll get bigger.

SANATOGEN VITAMINS.
ONE A DAY, EVERY DAY FOR POSITIVE HEALTH.

SEE A REPEAT PERFORMANCE OF THE GOLDEN TOUCH

Last Christmas people reacted so favourably to the Midas special Yuletide packaging that this Christmas we'll be doing it again.

So once again the King of the popular bath additives adds lustre to your Christmas profits.

BEECHAM TOILETRIES



Midas M TOILETRIES won't get left on the shelf. BEE

Short-lining — the result of 'harsh economic facts of life'

by Oswald Logan, NAPD director

As part of the *C&D* feature on pharmaceutical wholesaling I have been asked to express my views in an article limited to 750 words. I have accepted the challenge in the hope that the impressions of some-one with only five months pharmaceutical industry background, may be of interest. The views expressed are essentially personal and should not be taken as official NAPD policy.

Because of the limitation in length I have assumed conditions as they obtain today, rather than trace the events which have brought about the present situation. The article first examines the function of wholesaling, then considers the economics of it, and finally takes an industry overview.

The function of wholesaling

The role of a bona-fide wholesaler is to stock a *comprehensive range* of pharmaceutical products for issue to approved outlets. As part of the service the wholesaler contacts his customers by telephone, taking orders usually twice per day and delivering to the customer normally twice a day, sometimes thrice.

In simple terms wholesaling divides into two functions apart from distribution, namely procurement and warehousing. Procurement takes care not only of the *range* of inventory but also the *depth*. In an ideal world the depth of stock would ensure all orders were supplied on demand, assuming the stock to be available from the manufacturer. *Depth* is determined by a number of factors which include the frequency and quantity of issue, lead time from manufacturers, safety — stocks which cater for unforeseen circumstances such as strikes, epidemics etc, or the intrinsic importance of the commodity. Warehousing covers the receipt into stock, stock maintenance, and issues against orders received.

Manufacturers are also helped in that the stocks held by wholesalers in the many depots throughout the country releases manufacturers' capital. Wholesalers also help with promotions and recall of stocks.

The economics of wholesaling

It is a statistically proven fact that the way to optimise one's wholesaling activity is to

concentrate on the 20 per cent of the range which generates 80 per cent of the activity. In the pharmaceutical industry to do so would be anathema not only to qualified pharmacists but to all those who hold, in my view quite rightly, that service to the patient is paramount. One must however, have regard for the economic facts of life.

There can be no denying that while we are a long way from the 80-20 syndrome, the harsh economic facts of life have resulted in some short-lining with a consequent drop in availability to the customer. How this can be arrested is not, in my view, solely in the hands of wholesalers.

The competitive situation has led, in my judgment, ridiculously high discount terms to the retailer, from which he does not benefit. Unless this is rectified it can only lead to a deterioration in service to both retailer and patient.

An industry overview

Indeed I am pleased to report that at a meeting of the Home Office, DHSS and NAPD this principle was recognised in relation to MDA licences. Agreement in

principle was reached that licence fees for Controlled Drugs would no longer be borne by wholesalers and a mark up, yet to be agreed with DHSS, would be permitted to cater for the extra work entailed by the MDA. I consider this to be a major breakthrough and reflects the constructive approach of both Government Departments concerned.

Ground rules regarding discounts are likely to come out of the present discount inquiry being carried out by DHSS. In my view it is of paramount importance that cash settlement terms are not confused with discount. Whilst discount is automatic, cash settlement terms are something which can be enjoyed only if the cash flow situation permits. They are a commercial judgment and should not be subject to claw-back.

The competitive situation has led to, in my judgment, ridiculously high discount terms to the retailer, from which he does not benefit. Unless this is rectified it can only lead to a deterioration in service to both retailer and patient.

There are a number of topics which would bear constructive discussion between manufacturers and wholesalers and these will form the basis of points I will raise when I embark on a concentrated programme of visits to individual manufacturers after the Torquay conference. In turn I am sure there will be some subjects they wish to raise regarding wholesaling. The important point is that we understand each other's problems and seek a constructive solution to the benefit of the customer.

I am certain that with good will all round we can resolve most of the problems and provide the excellence of service we all seek, yet have regard for the economic facts of life.

Continued on p455



Mr Logan's first success — Vestric back in the NAPD fold?

**What's new,
looks good on t
good on your c
and makes you
handsome profe**



e shelf, tomers

?

The answer is Cussons For Men, a brand new range from Cussons which is about to revolutionize the men's toiletries market...and make you a lot of money.

The customer looking for cheaper men's toiletries has mainly been confronted by a confusing array of single products. With new Cussons For Men your customers can now choose from a complete range, branded with the Cussons name and offering exceptional value-for-money: no product in the range costs more than £1.

The sheer number of products has stunning in-store impact, and research has already revealed a very positive consumer response.

New Cussons For Men is being launched with huge national press advertising featuring 18½ million '10p off' coupons. In-store support includes eye-catching showcards, shelf strips and information leaflets.

Cussons For Men products will move fast. What's more, they carry a much higher-than-average profit. And nothing looks better than that.

Cussons FOR MEN



For further information contact: Cussons (UK) Ltd, Kersal Vale, Manchester M7 0GL

STOCK FUTURO AND WIN A COLOUR PORTABLE TV!

Simply stock the new range of FUTURO Health Supports and you could win a Ferguson 14" Colour Portable TV. FUTURO are giving away SIX in an easy to enter competition.

You could also win more sales. More and more people are asking for FUTURO products by name.

And now there's a nationwide consumer advertising campaign to boost sales even further.

WHEN KNEE CORRECTION LET FUTURO

WHEN BACK PAIN NEEDS REALLY EFFECTIVE RELIEF LET FUTURO TAKE THE STRAIN.

The Futuro Back Brace is designed to provide effective relief for the back pain so many people suffer, with a support that allows complete comfort sitting, carrying, lifting, bending, wherever active people want to stay active. Its wide back and snap-on foam rubber pad cover and cushion the sacroiliac, holding it in a firm, reassuring grip. The sides taper down to eliminate cutting or chafing of the skin.

Ease your back with the correct support, let Futuro take the strain.

FUTURO Support where you need it.

KNEES NEED SUPPORT EASE THE STRAIN.

FUTURO need it.

In markets around the world, the FUTURO Health Supports Department has become recognised as a vital element in helping to establish and

maintain the professional status of the retail pharmacy. The FUTURO line offers



SHELF DISPLAY

products of outstanding and consistent quality plus professional support.

To order this winning combination, the FUTURO Department C stand

covering the complete FUTURO range or the FUTURO Shelf Display featuring our five most popular lines, ask your Jackel representative or write to Tina White, FUTURO, PO Box 301, CHINNOR, Oxfordshire.

You could also win a Colour Portable TV!



THERMO COMFORTER STAND



DEPARTMENT C

FUTURO

Support where you need it.

FUTURO PRODUCTS ARE MANUFACTURED IN THE USA
AND DISTRIBUTED IN THE UK BY JACKEL INTERNATIONAL.

Vestric reorganised and ready to face the market's rigours

"Service" is a word often used by Mr Peter Worling, managing director of Vestric, when speaking of the company's wholesaling operation — "Our's is the only national service — in opting for discounts retailers chose price, not service — the concept behind notional pricing was maintaining the service".

Peter Worling would claim that the company is indeed maintaining a standard wholesaling service, but at a price, and with everyone's idea of "standard" modified to meet the new market and economic environment.

The price to Vestric has been the dramatic reduction in branches from 40 to 30 with a corresponding "very sad" reduction in staff numbers. "This has resulted in improved efficiency because stock has been concentrated into larger units with better stock control and a good wide range of products with substantial improvements in OTC promotional prices. "A major development has been the opening of four distribution centres in Luton, Bristol, Leeds and Glasgow to handle OTC products."

Part of the price to the pharmacist-customer has been the altered call frequency: "But it is still our intention to provide a very good, fast ethicals service with twice-daily deliveries."

Although nothing is simplistic, Mr Worling found that wholesalers' margins were the key to the new situation. These had been reduced (by manufacturers and discounting) and the market had become very competitive with everybody looking for savings, and extremely aware of price conscious competitors in the High Street. "We feel a changing role. Previously it was a case of providing a good service, stock-level and distribution. We now have to be much more aware of the needs of the retail pharmacist — his problems in selling in the 'front-shop', and those relating to dispensing. Different customers have different requirements and we aim to provide a personal service."

Mr Worling feels that Vestric have somewhat unjustly in the past appeared to be remote: "We have been looked upon as a large company not interested in, nor close to, our customers' problems. We believe most strongly in the need to develop the link between Vestric and its customers as we are dependent on the retailer's development for our development."

The Vantage programme is the crux of the company's fresh approach to pharmacists, with an increasing and heavy

emphasis on the corporate Vantage image in the future. Pharmacists who display more than one corporate logo (eg Numark or Unichem next to Vantage) are considered to dilute the impact of the goods linked to them and the symbols. A properly projected price image and name gives the public the impression that "everything is being sold at good prices", when that is not necessarily the case.

Consumer advertising is to play a prominent part in developing the corporate image, with local leaflet distribution, national dailies, magazines — and eventually television — being used. Own-label too will have an impact and is being introduced in the autumn. Vantage shop fascia boards and a refitting service are available — Vestric contribute up to £200 towards the fascia and give a discount on the refit, plus a further subsidy if the Vantage "image and livery" are used. And finally, a "finance scheme" is also under consideration.



Vestric's managing director, Peter Worling

"Our policies are determined by an executive board of six, four of whom as pharmacists are very conscious of their responsibilities to the profession."

Mr Worling sees the five regional Vantage reps as "counsellors", able to offer members advice on merchandising and layout — a training booklet is available on these subjects as well as slide-tape presentations for use "in shop" or on the joint DITB-Vestric courses. Vantage is looked upon as a total package and is not

just about price, although 50 products are included in the monthly promotion with 20 carrying an extra price-advantage.

There are 1,200 members at present (a 600 drop in membership was followed by an upturn) and 110 use keypads for ordering. Vestric have had problems with a light-pen adjunct to their keypad — it had been designed to read their own bar code, either on-pack or on a PLOF, but has now been abandoned. However, the keypads are still available for digital entry of orders using Vestric's alpha-numeric code.

"We have slowed down the introduction of an order entry terminal partly because the devices available were so limited in their use but mainly so that our customers would not be stuck with a device which would not take a universal code."

Vestric say they will not experiment with bar codes any further but await the universal introduction of the EAN code. However, should retailers want the facility of an intermediate bridging or PIP code, they are prepared to introduce it. And all of their current computer systems are capable of handling such a code.

"I am sure that in the end we shall work out a compromise but there is little doubt that the retailer will lose some freedom of ordering in return for a reduction in his costs, improved efficiency and better buying prices."

It is understood that a major development in Vestric's computer programme will be launched shortly. A vigorous drive to recruit new members is underway to tie in with an autumn advertising campaign — 2,000 is the ultimate target for 1982.

Mr Worling is not prepared to comment on the performances and plans of the opposition wholesalers nor dwell too long on the breakdown of resale price maintenance on ethicals, or on notional pricing. "As the largest wholesaler we fought very hard and at some disadvantage against giving cash discounts because we felt a moral need — if we gave them it would indicate that all was lost." He added that in fact Vestric were not the last to give discounts — cash discounts, yes! But . . . ?

His company had been the first to introduce notional pricing and the first to stop it: It had been a good idea that didn't work but it had both stopped the claw-back and frightened off manufacturers from reducing wholesalers' margins for a time. When Vestric abandoned notional pricing back in January some manufacturers still offered the old 15 per cent margin, but now none did so.

Continued overleaf

Service and satisfaction before price but with efficiency

The whole economics of wholesale distribution have changed according to Arthur Trotman of ICML — not someone given to stating the obvious. And he says that many wholesalers have still to recognise that they are no longer able to travel along "a velvet-lined rut".

The rut was lined by courtesy of resale price maintenance and the fairly consistent gross margin it provided. This enabled wholesalers to provide:

"different types and levels of service for different customers — those that wanted to had a little bit of leeway for concealed discounts or other forms.

"As a result wholesalers never got down to doing what they inevitably had to do — be efficient, effective and cost-effective and give a range of services for the customer in addition to good prices."

He sees the importance of price for the pharmacist, his customer and the wholesaler, and is only too aware of its significance for many manufacturers, but does not believe that it is of paramount importance in distribution.

Retail customers have basic and straightforward needs — a shop in the right place providing the right goods and services and at the right price. Friendly and trained personnel in an attractive shop with well-merchandised stock, count for more to the customer overall, than the price of the goods retailed.

Customer satisfaction . . . first

"We all scream price, we all talk price, and we all give price, but service and customer satisfaction always come out first." Arthur Trotman says that the same is true in the wholesaler-retailer relationship and that they key is the classic balance between service and price. "The collapse of RPM was inevitable but wholesalers must now more than ever maintain a tight operation — and volume if the key: the ability to turn stocks over fast and preferably with high-value drops.

Manufacturers were able to see a large chunk of "their" money passing to retailers. They reduced wholesale margins and wholesalers hated it — the interplay between direct selling and wholesale distribution is a delicate matter.

OTCs remain the area where retailers can promote, develop, merchandise and influence growth. Ethicals demand is something he is unable to influence other than by quality of service and personality.

"The last thing an independent is is

independent — that is a myth. He is dependent on the wholesaler, the government, the manufacturer and his staff. Only the multiples are truly independent and enjoy the benefits of working with other people.



ICML's managing director, Arthur Trotman

Mr Trotman has long held the view that voluntary trading groups are as relevant to pharmacists as to grocers and sees this environment as being the most promising one for the "independent". "Buy buying, selling and training together you do not lose your identity."

He pointed to the £1 million spent on advertising Numark brands this year placing ICML second to Boots with £8m spent above the line on their mass media advertising. "Symbols only become important if they are advertised."

Mr Trotman says that there are as many good independent "business" pharmacists around as there have always been: "They will continue to thrive and are still very independent. But there is still quite a lot of dead wood around. If you apply 80-20 rule to wholesaling then wholesalers get 80 per cent of their business from 20 per cent of their customers. So 20 per cent at least are doing a superb job.

"Pharmacists should be looking to push profits up through increased sales or by lowering their fixed costs (*like wholesalers?*), preferably both. Increasing sales is about increasing customer flow and pharmacists should never forget that prescriptions are one of the best "traffic pullers" in retailing — the envy of much of the opposition."

Arthur Trotman sees little virtue in the pharmacist continuing to be the sole supplier of some obscure patent remedy that is asked for once a year by its solitary user: "Most pharmacists could cut their stocks in half and increase their turnover by 50 per cent. They must have a knowledge of their customer profile, identify the 'big spending' age categories and stock and display accordingly."

Sales of the Numark housebrand of products have reached £11 million a year and will continue to grow: "because it gives the pharmacist a good gross margin,

"The ICML/Numark operation has a tremendous lead on own-label in pharmacy and we intend to keep it"

acts like a bridge between brands and prevents the opposition dictating or leading on price.

"The ICML / Numark operation has a tremendous lead on 'own-label' in pharmacy and we intend to keep it." The pharmacist should stock the numbers one, two and possibly three in any product group, throw out the also-rans and include an own-label product — the "Aunt Sally" technique. The "known value item" price policy, where up to 12 lines are deep-cut, can act as a "spearhead" on price.

"It is not what the customer gets, rather what they think they are getting that counts." And he suggests that pharmacists need to do a lot of work on variable gross margins.

Arthur Trotman's ultimate dream is to achieve an "NPA membership level" for Numark wholesalers of 98 per cent plus. "Then we could have a national advertising campaign for all independent pharmacies and get across the message that we are a 'professional and caring profession'."

Vestric — the future

Continued from p455

No specific details of Vestric's current terms are available — "A matter for the customer and company," says Mr Worling in common with most of his competitors. But he is more forthcoming on what the future holds for what is still the country's largest wholesaling company: "We have spent a year in long-term reorganisation and are now in a position to face up to the rigours of the market and the opposition. ■

Numark gives me over £300 million buying power.

**says D. Hodson FPS,
of Hatfield.**



"To hold your own against the multiples, you've got to compete on equal terms. Numark enables me to do just that. The Numark Group's total turnover gives me all the buying power of the big boys, but leaves me completely independent.

Every month, the national promotion provides me with a dozen or more brand leaders at prices which make me really competitive together with the heavyweight national advertising and point of sale back-up which really sell products.

My customers look out for the new offers every month. Numark promotions have given a big lift to my sales figures. That's selling power."



**The helping hand to
make your business grow.**

For more information on the benefits of being a Numark member, contact your local Numark Wholesaler or Charles Morris-Cox at Numark Central Office, 51 Boreham Rd, Warminster, Wilts. Tel: 0985-215555.

NURDIN[&] LTD PEACOCK

The Cash and Carry Wholesalers
Head Office: Bushey Road, Raynes Park, London SW20 0JJ



Product	Size	Cost	MRP	RSP	Profit on Return
S.R./Signal Toothpaste	12 x standard	£1.62	39p	19½p	20.3%
S.R./Signal Toothpaste	12 x large	£2.99	55p	27½p	20.1%
Wilkinsons Handy Razors	10 x 5's	£1.59	23p	—	20.5%
Mr. Sheen	12 x standard	£4.69	75p	57p	21.1%
Harpic	12 x small	£3.15	51p	38p	20.5%
Harpic Jet Liquid	6's	£1.90	56p	46p	20.8%
Head & Shoulders	12 x family	£6.68	81p	—	20.9%
Head & Shoulders	12 x large	£4.96	60p	—	20.7%
Rennie	36 x 12's roll	£4.30	22p	—	37.5%
Rennie	12 x 25's	£2.63	41p	—	38.5%
J. Cloths	12 x 6's	£3.65	58p	44p	20.4%
J. Cloths	12 x 12's	£6.22	99p	75p	20.5%
Glen Toilet Rolls	18 x Twin	£3.49	—	24p	7%

OFFERS AVAILABLE FROM 14th SEPTEMBER UNTIL 2nd OCTOBER, 1981

I am interested in becoming a N&P registered customer

If you are not already a registered customer and would like further details complete and post this coupon

To: Mr. G. T. Beer, Nurdin & Peacock Ltd. FREEPOST, London, SW20 0BR

Name.....

Trading as.....

Address.....

Tel:..... CD 12/9

Are your premises registered for business purposes YES ☐ NO ☐

ALL OFFERS ARE SUBJECT TO AVAILABILITY AND VAT WHERE APPLICABLE

ALDERSHOT Tel Aldershot (0252) 313058/9/0	CARDIFF Tel Cardiff (0222) 757927	COLCHESTER Tel Colchester (0206) 71281	EASTLEIGH Tel Southampton (0703) 610816/7/8/9	LOWESTOFT Tel Lowestoft (0502) 65168	NORWICH Tel Norwich (0603) 49029	PLYMOUTH Tel Plymouth (0752) 708111/2/3	READING Tel Reading (0734) 585739	STAINES Tel Staines (81) 52515
AVONMOUTH Tel Avonmouth (0272) 825551	CHATHAM Tel Medway (0634) 41621	COWES Tel Cowes (0983) 296511	HANWELL Tel 01-579 5297/8	LUTON Tel Luton (0582) 583366	NOTTINGHAM Tel Nottingham (0602) 869678/9	PORTSMOUTH Tel Portsmouth (0705) 63563	SIDCUP Tel 01-302 6237	WALTHAM ABBEY Tel Lea Valley (9) 715115
BARNHAM Tel Yapton (0243) 552628	CHRISTCHURCH Tel Christchurch (0202) 482071	DAGENHAM Tel 01-592 7839 593 3501 595 7497	IPSWICH Tel Ipswich (0473) 59059	NORTHAMPTON Tel Northampton (0604) 53012	PETERBOROUGH Tel Peterborough (0733) 231941	RAYNES PARK Tel 01-946 9111	SOUTHEND Tel Southend (0702) 526341/2	WATFORD Tel Watford (92) 43903
BRIGHTON Tel Brighton (0273) 779731								

**We do not compete with our customers -
we neither own nor control any retail shops.
We neither wish nor intend to serve members of the general public.**

The co-operative philosophy — 'an unbeatable idea'

Unichem — a friendly society — all for one and one for all — the embodiment and personification of the ultimate co-operative. Friendly but unloved — except, one must say, by its members. And represented at board level by eight non-executive pharmacist directors but run on a day to day basis by four non pharmacist executives.

The rags-to-riches story of Unichem is familiar and has been told and retold in the financial and marketing Press to the obvious delight of Unichem and the apparent frustration of both opposing wholesalers and other factions in the pharmaceutical world. From a poor number five in the pharmaceutical wholesale league to a good second; from 600 accounts to 3,800 and all but a handful, shareholders in their company with the turnover pushing £200 million.

Skills and disciplines

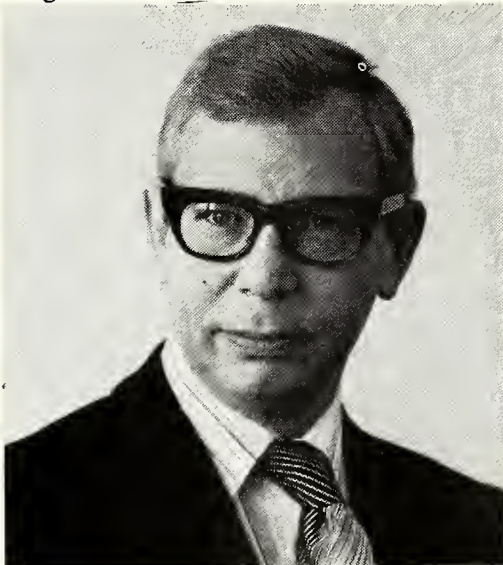
Peter Dodd believes that the co-operative philosophy cannot be faulted: "The idea has to be unbeatable. A co-op is usually created by the people in a particular trade — they have the idea, they set it up and make it work because they have the knowledge and expertise of the industry. But when it reaches a certain stage, without losing that knowledge and expertise, you have to make use of other people's skills and disciplines. This is what Unichem have done and it is what many other co-operatives have not done. And it is why we have succeeded where some have failed.

"There is no reason why a pharmacist could not now run Unichem, depending on background and training," says Mr Dodd: "In fact, as the company is structured and with its management team, it would be a piece of cake!"

The growth of the company is often explained by competitors solely in terms of the rebates and profit share that Unichem passes on to its members. Peter Dodd disputes their reasoning: "You will find our growth just before they were putting out their maximum discounts was the same as after they did it. So if the reason for our growth was that we were 'discounting' and they were not . . . What is the reason for it now that they are as well?"

Peter Dodd is not prepared to comment on whether the PSNC-DHSS compromise on the interim discount scale is a just settlement. But he is adamant that

Unichem does not discount and he is prepared to take the DHSS to court (in due course) if the profit redistribution, monthly and annual, is clawed back from members: "Don't start what you won't see through, is the Unichem motto on litigation.



Unichem's managing director, Peter Dodd

"We are grateful to everyone for having given us such a lead and although we have looked at POS systems we have not found anything we consider suitable."

He is confident that Unichem would win such a case, given the uncertainties of law. If they did, then he believes the law relating to friendly societies would be changed, or possibly the section relating to Unichem and by an Order in Council: "We have not had an Act of Parliament made about us yet," says Mr Dodd (and with some relish!). "In that event, we would still be left with the membership concept which will always give us the trading edge."

If business success can be measured by the balance sheet alone then Unichem has done well. Peter Dodd is happy with his "ample" trading base of 12 branches. "Apart from enlargement of some, or relocation nearby, I do not envisage changes." He is leaving the rationalisation to the competition.

Too many depot closures will result in the public suffering from a poor pharmaceutical service because of inadequate deliveries. And he thinks that

many more will close, including a major wholesaler by the end of 1982. "At the end of the day there will be three major wholesalers with a good spread of independents."

Peter Dodd says that more pharmacies will close too: "Over the next two to three years the rate of closure will pick up and a further 500 will be shed. Leapfrogging has become a prime factor with much more going on than I can previously recall — one leaps and two go out. The Society should have the ability to control the distribution of pharmacies."

Voting patterns

Mr Dodd went on to talk further of the Society and said that Unichem had been loath to engage them in a High Court action over advertising but that the non-executive members of the board had voted to do it — the executive members had abstained on this matter, as on the other crucial vote, when it was decided to abolish notional pricing.

He now accepts that this last decision was right on balance: "But notional pricing had placed pressure on manufacturer and the DHSS alike and any inquiry had to be both on costs and discounts."

Unichem are to continue to advertise — but "own brands" only at the moment and through magazines (although television may be used in the future). The next campaign will be in the Autumn for the baby range. Own brands are now worth £3m per annum to Unichem and in August the range was extended with the addition of health foods.

Computerisation

Unichem are satisfied with their computerisation status and have 1,600 Prosper terminals in use, plus over 120 Scrip writers and over 60 Pride systems installed (another 20 have been ordered).

Peter Dodd thinks that the EAN code will take between two and 15 years to be universally used. He was less specific about future developments in the Unichem computer programme: "We are grateful to every one for having given us such a lead although we have looked at POS systems we have not found anything we consider suitable.

"Of course something better will come up — it's inevitable. And it will probably be us that introduces it, because we appear to be the only people with proven competence in this field." ■

Talking time for manufacturers and wholesalers

Mr Jim Canning, managing director of Barclays, is an optimist. Optimistic about current company performance, about the National Association of Pharmaceutical Distributors and its ability to put forward the consensus view to government, retailers and manufacturers under its new director. But he is quite obviously concerned about the attitude of manufacturers to wholesalers, in respect of their function, the service they offer and the margin this warrants.

Barclays have rationalised their distribution structure in common with other wholesalers and now have 11 depots remaining out of the 28 they operated before. Two-thirds of the original depots were ethical-only whereas all 11 depots now offer a comprehensive service of ethicals, split OTCs, own-label and the Enterprise PLOF for low-cost distribution.

"Other wholesalers chose the alternative method of cutting costs and ruthlessly destocked. We are a semi-national rather than a national company and in the areas where we operate we have

a very big element of franchise.

"It is back to service now. Price competition is flattening out. Everyone has thrown so much money at it that there is not much left to throw."

By service, Jim Canning means a greater emphasis on providing a complete marketing package and he underlines the impact made by Enterprise and their own label brands (75, increasing to around 100 with generics). "Many of our brands are brand leaders in pharmacies that sell them — they actually beat the brands," he claims. "Service levels on ethicals and Enterprise turnover are higher than they have ever been."

Jim Canning says that it is generally accepted now that resale price maintenance has gone and he is critical of the past pressures applied by manufacturers to wholesalers. "There are not many more that can reduce terms but I would be concerned if margins were further reduced.

"Emotional aspects of price are now out of the relationship between manufacturer and wholesaler and we can



Barclays' managing director, Jim Canning

"Price competition is flattening out. Everyone has thrown so much money at it that there is not much left to throw."

look at things logically and say to manufacturers: 'What service do you expect from wholesalers and what are you going to pay us to do the job?'"

Most manufacturers appreciated that wholesalers have a good role to play in the
Continued on p463

A look at wholesaling — the Sangers view

When the preceding interviews were conducted the senior Sangers executives were not able to speak with us at length — and you do not have to be an avid reader of the financial Press to understand why they were necessarily preoccupied. Mr David Smith, the managing director of Sangers Pharmaceuticals Ltd has now made time to contribute this article.

From the initial periods of real growth in the late 1920's, we have experienced our ups and downs. Certainly in the last ten years we have not been amongst the industry's innovators, and certain key and fundamental decisions have been wrong. Significantly among the errors have been the failure to invest resources in either high calibre personnel or in sophisticated computer equipment.

Both of these oversights can be traced back for the better part of ten years and being so fundamental warrant a further sentence or two.

Over this period of time the Company's personnel in most areas of its management have been experienced personalities whose undoubted talents have been more geared to an era which

has now passed. Their total dependence upon the very essential qualities of friendliness and high degrees of personal service, which are all very laudable in their own rights, have not been supported by today's essential business accumen in marketing and critical control of operating expenses.

In the field of computers the cardinal error can be traced all the way back to their inception in the company. The use of a computer was seen solely as a substitute for manual invoice and statement production, and little thought was given to the then longer term opportunities. Today the company is paying the price for this mistake.

It is said "when the going gets tough, the tough get going!", and two years ago when Sangers appointed a new group chief executive (Crawford Graham), the going for the company was certainly tough. When a company has declined as Sangers had, it is inevitable that things get worse before they get better. The last two years have seen sweeping changes, some of which are bedded in, some of which are just coming to the surface and some of

which are still in the pipeline.

Many of the changes have been unpopular both inside Sangers and with their customers, notably the reduction in the number of distribution centres from twenty eight to fourteen, with the accompanying changes that these moves brought. We know that the policy was right, for without its implementation the company could not have survived. I have heard it said that as a company we changed too much too quickly and, to some extent, that criticism has been borne out by the decline in the performance of some of our branches in the latter part of the last trading year. While it would have suited everybody for the changes to have been made in a more gradual manner, the problems at that time were so intense that the company's very survival would have been in jeopardy without the swift action that was taken.

In the field of computers there is still some way to go before parity with major competitors is achieved, and the introduction last year of decentralised equipment in branches, and the recent achievements of providing invoices at the time of delivery of goods, brings the day of direct order entry and live stock recording nearer. It is in this area that major concentration of resources will be placed for the foreseeable future.

Continued on p462

As an independent pharmacist, you naturally take a pride in your professional standards. We at Vestric feel just the same way about ours and that's why we offer you a fully integrated total service covering a comprehensive ethical and O.T.C. product range allied with a high level of professional advice.

Take your Vestric Branch Manager, for instance, he understands the problems facing retail pharmacists today and is always ready to discuss with you how we can help you solve your particular problems. So if you need a different

type of service or you're thinking of expanding or opening a new shop, why not talk to him now?

VANTAGE

In addition, Vestric/Vantage is the only complete shop management system covering layout, retailing methods, staff training and point of sale material. All designed to help you, the independent

pharmacist, take on the competition on your own terms.

**Vestric Limited,
West Lane, Runcorn,
Cheshire WA7 2PE.**

Vestric

We're always there, we always care.



We're always there we always care.

Wholesalers in better shape after the trauma

C&D contacted several leading manufacturers to elicit their view of the wholesale-manufacturer relationship, its effect on the retailer and ultimately the public. Some felt able to talk frankly on the understanding that the source was not disclosed.

The Government has always worked on the basis that retailers and manufacturers were the two sides of a sandwich with wholesalers as the meat in the middle — they considered the system was “controlled”.

Because we in the industry failed to convince wholesalers that they could not get away from this “unwritten code”, a lot of heat was generated in the scramble of wholesalers to give away money.

There is still no written agreement between the Government and manufacturers but the reduction in margin that we have allowed to wholesalers has bailed the Government out of a hole, given us a more equitable return and ensured that “margins” will never again be such an obvious “red rag” to the DHSS again.

Manufacturers and wholesalers are now getting together for discussions round a table but in the present climate margins will never return to the old levels — there is a better realisation on the part of wholesalers that they cannot operate in a free market situation. We are through the trauma and are all in a fitter state.

Individual manufacturers are starting to produce a number of schemes with wholesalers which suit their respective needs — the unitary mould has been broken but a common thread will remain. The latest Sandoz scheme is an example of this and other manufacturers are beyond the talking stage and are ready to introduce their own versions. The industry is talking on a fee-for-service basis.

The discount inquiry

The problem common to most Government inquiries will emerge with the present discount inquiry because the base-information is retrospective, as usual. It will fail to take account of the rapid changes in the discount pattern that have occurred:

- ☐ For two years discounts were available but not generally given.
- ☐ For two years there was a rapid escalation of discounts.
- ☐ Now discounts are getting smaller.

The new rules for discount will be established by reference to the period of rapid escalation, and as things are different now, the scale applied may be punitive.

Retailers will get very badly hurt if the figure comes out at my estimate which is 6-7½ per cent and this is not in the best interests of manufacturers. We have objected to discounts all along the line and we are concerned that the distribution of retail pharmacies remains as wide as possible.

With any large scale discount system it is the “small boys” that go to the wall (rural pharmacies) and manufacturers have experienced difficulty in getting product to the market place in the manner to which they have become accustomed.

Manufacturers were able to convince the DHSS that they could bring the situation under control in 15 months. The DHSS now accepts that we behaved correctly, responsibly and that DHSS interests (among others) have been served — our actions have been appreciated and recognised by them.

Discounts were yesterday's problem. At the outset only six to eight pharmaceutical companies gave discounts for prompt payment, now 95 per cent do.

The difficulties that existed between manufacturers and wholesalers were really very silly — they stemmed from a failure to convince wholesalers that they should not discount on our part and a lack of realism on theirs.

Manufacturers have done their homework very carefully on cash flow in order to balance the equation with their own suppliers.

It has been a difficult time but wholesalers are now in better shape than they have ever been. Wholesaling is better managed, they are much more “aware”

of their businesses and they know what the prospects are and how to respond to them.

☐ Another view

The Government has been very successful in the past three years in getting the manufacturer to cut back on the terms they offer to wholesalers — it has quite logically squeezed money out of the system by working on both the producer and wholesaler.

This has resulted in a consolidation of the wholesaling network which is still going on. If it continues, “buying power” will be concentrated in fewer hands, so the tail may be able to wag the dog.

Wholesalers and manufacturers have fought each other instead of co-operating and the time has come to stop fighting and at least start a dialogue — mutual problems can then be discussed, even if they remain unresolved.

It is essential for us to recognise that we all live off each other in this industry — as retailers, wholesalers or manufacturers. Our cause would be better served by co-operation. In the past there has been a mental “Berlin Wall” between us . . . the DHSS must be laughing at us all! ■

See p415 for manufacturers' terms

Sangers dismiss ‘pull-out’ rumours

Continued from p460

Innovations in trading are now coming to the fore again, despite a set back in the early part of the year when the company's lead, following the abandonment of notional pricing by the major discount wholesalers, to bring some economic sanity into discount trading was spurned by its competitors. Whilst that decision had to be right, market forces demanded competitive terms and a “U” turn had to be effected. Today sales continue to increase month by month, but at the expense of even smaller margins.

New OTC packages have been introduced recently auguring well for the re-emergence of the “sleeping giant”.

Over the past year the national and, to some extent, the trade press have carried articles that either state or infer that Sangers are on the verge of pulling out (or being pulled out) of pharmaceutical wholesaling. This has of course been categorically denied on such occasions.

Now the directors have put their money where their mouths are, as is evidenced by the recent announcement that the group are selling their Optics division to Dollond and Aitchinson, to concentrate their expertise and knowledge on distribution, substantially and primarily in the retail chemist and related markets. There can no longer be any doubt concerning the true facts. ■

Chemist & Druggist 12 September 1981

Wholesaling — PSNC's view of discounts

The cost-plus contract came under fire earlier this year from the Minister for Health, Dr Gerard Vaughan, at the PSNC annual conference in March — we have fought hard since then to secure it. But just as PSNC feels able to ask for an increase in costs when rents and rates go up, so the DHSS feels justified in asking for a "refund" if pharmacists are able to negotiate discounts off ethicals.

Because of a lack of profit from NHS dispensing back in 1976-78 (despite PSNC negotiations), pharmacists were looking for discounts from wholesalers as a means of remaining in business. And wholesalers gave the discounts — the breakdown of RPM was hastened in many people's opinion, by the activity of one particular company.

The tragedy is that we now have a situation where the £30 million per annum wholesalers give in discounts to pharmacists, is taken from them by the imposition of the enhanced discount scales. The only beneficiary is the DHSS but the effect of this (and the reduced margins given to them by manufacturers) is that wholesalers will be unable to keep up their service to the pharmacist and

therefore the patient.

Pharmacists are keener than ever to secure their discounts now that the interim scale has been imposed and so we have a "locked-in" situation — and when the "interim" becomes a final level we shall be "locked-in" for good.

At that stage it would be a calamity if wholesalers started to give smaller discounts, because the Government would continue to recoup discounts at the earlier higher rate. And it would be very difficult to persuade them to launch another scale for the pharmacist who may have been over-discounted in the past.

This is the big danger — so if there is any adjustment of discount rates to be done, then I hope the wholesaler will do it now. They must only discount at a level they can hope to maintain for the foreseeable future. ■

Volume shifts if margins shaved

Continued from p460

health-care service and play it very well. Mr Canning nevertheless pointed out that in America, several larger manufacturers had cut out wholesale margins altogether because they were taking away too much direct business. Manufacturers would wish to use wholesalers increasingly to distribute OTCs cost-effectively. Retailers

would endorse this process because they could buy the right products at the right price in realistic quantities. "We must educate retailers to shift volume, shave margins and accept a realistic, but good deal from the wholesaler — and the manufacturer to take a long-term view of the benefits for him."

But Barclays are not joining the rush to equip their customers with hand-held data terminals which use the wholesaler's own code — if for no other reason than the market is saturated: "The customer has spotted the danger of getting 'locked-in' to a particular wholesaler."

They see the PIP code as a highly expensive cul-de-sac. "Any short-term system that is incompatible with EAN is just that. Down the line, no one argues that EAN is the thing. If manufacturers can be persuaded to encode their products by January 1983 with a seven digit, EAN-compatible code, then we are in business."

"The technical problems involved are still being looked at and manufacturers canvassed to see if they will co-operate."

Meantime Mr Canning remains optimistic about the future of pharmacy — with retailers mirroring wholesale trends in merchandising, marketing and in presenting a fresh image via shop refits.

"There is a lot of experience in pharmacy and that is what the public wants. Well laid out, attractive shops with a good staff. With good value goods (not necessarily the cheapest) and a few hot spots people will realise that the local service is worth a premium." ■

SPECIAL DISPENSING SERVICES

We hold both Ordinary and Specials licences under the Medicines Act 1968, and are capable of manufacturing every extemporaneous dose-form normally encountered in retail practice, both non-sterile and sterile (with the exception of aerosols and ampoules).

Orders are taken in rotation, and are normally despatched on the same day of ordering or the day following, with price notification. Scheduled van deliveries are used in the North East, and letter or parcel post elsewhere in the UK.

Should this service be of interest, please write or telephone:



W. Ellison (Laboratory Manager) at:
MAWSON & PROCTOR
PHARMACEUTICALS LTD,
Kingsway South, Gateshead,
Tyne & Wear NE8 1YX.
Telephone 0632 872111



GRAHAM TATFORD & CO LTD Pharmaceutical and O.T.C. Wholesalers

- Owned by Pharmacists for Pharmacists;
- On line computer. Invoice with goods;
- Monthly O.T.C. Promotions;
- Extensive product range, Ethical and O.T.C.;
- Keenest rates of discount; •Own brand Baby Goods

Call **MARTIN YOUNG** or **HARVEY DEACOCK** on **0705 374911**
for further information.

GRAHAM TATFORD & CO LTD
Grove Road, Cosham, Portsmouth PO6 1PU

Gerald Fraser

WHOLESALE COSMETICS

402 CHEETHAM HILL ROAD, MANCHESTER
061-740 9811

WE HAVE NEW PREMISES
WE HAVE FRENCH PERFUME
WE HAVE ENGLISH PERFUME
WE HAVE DISCOUNT PRICES
WE WELCOME NEW CUSTOMERS
WE WELCOME A PHONE CALL

IF YOU ARE IN MANCHESTER PAY US
A CALL AT CHEETHAM HILL ROAD —
WE MAY JUST HAVE SOMETHING
DIFFERENT

OPEN 9 TILL 5 WEEKDAYS
9.30 TILL 2 SUNDAY

Pharmaceutical wholesaling — 'unmatched for service'

Most of the independent wholesalers who responded to the *C&D* service survey are aiming to provide a personal and comprehensive service for the retailer but with reasonable and realistic discounts off ethicals. Most were "computerised" with "live" stock files and "own codes" — some are willing to use a PIP code.

The DHSS is seen as the only beneficiary of the recent clawback and interim settlement negotiated with the PSNC and discounting is certainly not regarded by them as "yesterday's problem". There is a feeling that the reverberations and repercussions of the worst excesses of the various parties have yet to be felt. "The vicious circle of discounts chasing discounts will lead to the quick death of many wholesalers."

The rural pharmacist consulted by *C&D* has been pleased with the effects of rationalising his buying to accommodate discounts and services: "Wholesalers were

reduced from three to two with fewer direct accounts.

"The effect has been to streamline buying generally and increase discounts specifically — and this has had a minimal effect on supply security."

He also opted for a computerised pharmacy and with "Hobson's choice" chose Pride: "What has impressed me most is that staff become completely involved with the operation."

"The wholesaling service provided to pharmacists throughout the country is the envy of every other retail business and is matched by no other service."

The final words in this piece are from another retailer with an urban background. And although he presents a radical solution, a satisfactory conclusion will only be reached through a continuing and honest discussion of mutual problems. ■

The discounts thus disproportionately received were then seized upon by the DHSS as a reason for non-implementation of many of the recommendations of the Franks report and for further procrastination. The increased discounts may have slowed down pharmacy closures but the injection of new money into the balance sheet, resulting from early implementation of the report, could have had a similar effect if properly administered.

The inevitable result of this war has been a clawback by the DHSS and a reduction in quality of service from wholesaler to retailer. The small pharmacist will be forced to put all his eggs in one basket and the patient will then have the choice of accepting a reduced level of service from his local pharmacy or travelling to one of our larger brethren. The result will be a reduction in the number of pharmacies

Attempting to apportion blame to a situation which does no credit to any party is difficult

and this a deterioration in the pharmaceutical service available to the community. I do not have to remind you that, with the Clothier recommendations still not legally binding, this will still further increase the problems generated by the encroachment of doctor dispensing in rural and fringe areas.

Attempting to apportion blame to a situation which does no credit to any party is difficult. The general practice pharmacist has in the main been the unfortunate victim of circumstances outside of his control, being placed in the unenviable position of, "heads I win, tails you lose". Certainly neither manufacturer nor wholesaler can look back, over the past few years, with pride and I feel a degree of central control may be necessary in order to stabilise the situation before irrevocable damage is inflicted on both wholesaler and retail sectors. How this control should be exercised is, of course, open to debate, but if one considers that we are governed by a cost-plus contract, then the prime object of any control must be the establishment of a uniform system of charging for prescription products demonstrably fair to the retail trade.

This may require a system of licensed control of wholesale distribution which will immediately be seen as an invitation to nationalisation by a future government but I wonder whether this is a dangerous red herring — the alternative being the possible intervention by government in the general practice sector. I know which alternative I would prefer. ■

Proprietor saddened by 'wholesalers' war'

As a proprietor general practice pharmacist I can only look back with sadness at the past few years of wholesalers' war. It is a war I fear will not only irrevocably change the face of the wholesale sector, but one which will also seriously affect the future structure of community pharmaceutical services.

The situation before "war" commenced could not be considered as equitable to all parties and therefore part of the blame for recent events must rest with those manufacturers who, for dubious commercial gain, increasingly strained the status quo by supplying at wholesale terms, short-line wholesalers, buying groups, multiples and what the Americans term vertically-integrated companies. The independent sector was becoming increasingly concerned that the muscle power of the "big boys" was being used to gain discounts in the ethical field, over and above those they themselves were able to obtain, and the more these conditions were exploited for the benefit of the strong, the greater was the likelihood of a "Sir Galahad" wholesaler, giving equivalent discounts, being received by the independents as a saviour instead of the Judas he would become.

Our "saviour" in this instance was Unichem who, from being a benign wholesaler whose friendly society status harmed few, became an opportunist

commercial enterprise exploiting both the unsettled market conditions and the tax advantages of their friendly society registration. The inevitable consequence of their action, of gearing profit distribution "discount" to volume of ethicals buying, was that all the other wholesalers had to likewise discount in order to survive. It is a regrettable truism of the whole sorry affair, however, that those wholesalers and retailers who refused to take part in this merry-go-round either lost business in the case of the wholesalers or were penalised by the claw-back agreements of the PSNC and the DHSS.

'Much lost — nothing gained'

I personally consider that pharmacy has gained nothing from this war but has lost much. The action of Unichem, who set themselves up as the saviours of pharmacy, presented to the DHSS a negotiating weapon the like of which they could never have dreamed of possessing. The Franks report had clearly demonstrated the unfair treatment meted out to general practice pharmacy by the DHSS, had suggested an honourable basis for settlement of outstanding claims, and had shown the way ahead to a new equitable contract. It had also warned of the consequences of the continuation of the wholesale discounts, but by this time the combatants were beyond reason and general practice pharmacy has been sucked into the maelstrom.

Buyer found for Ronson

A buyer has been found for Ronson Products by the receivers and managers, Price Waterhouse, who were called in last month (*C&D*, August 22, p313).

The buyer is Cavwain and is one of a group of companies run by their chairman, Mr Jeffrey Port — the sale

price has not been disclosed.

In a *Financial Times* report Price Waterhouse warn that the sale will not avoid the need for some further redundancies in addition to those already made (half of the 1,250 workforce).

The receivers understand that the purchaser proposes to use the manufacturing facilities and provide a service operation which are expected to provide future employment prospects at Leatherhead, Surrey, and West Chirton, Tyne and Wear, and also elsewhere. ■

Upturn for Reckitts

Reckitt & Colman pre-tax profits increased by 27.7 per cent to £29.07 million (£22.76m) in the first six months to July 4 — improvements in productivity, tighter cash control throughout the group coupled with lower UK interest rates have all contributed.

The pharmaceutical division is reported to have shown a satisfactory increase in sales of both prescription and OTC products.

Group sales stood at £390.53m (£356.92m), trading profits were up 17.7 per cent to £35m with the UK contribution to the pre-tax profit figure improving to £7.43m (£2.25m) excluding exports. ■

Scherer expansion

Construction work has commences on R. P. Scherer Ltd's new encapsulation plant at Blagrove Estate, Swindon. The £8m development, which includes 2,300 sq m of administrative and laboratory facilities

and 11,300 sq m of processing plant, will employ up to 300 people, and will, the company estimates, increase by more than two-thirds the British company's current capacity. Existing facilities at Slough and Woburn Green will transfer to the new site on completion in summer '82. ■

Another 3,000 jobs to go at ICI

ICI are looking for another 3,000 redundancies in addition to the 6,000 already announced for this year.

The company expects to achieve this figure through voluntary severance and hopes there will be no forced redundancies. The manpower reduction will be spread across all the divisions. ■

HSM expansion

Rapidly expanding sales have led to a reorganisation of Haywood Sales and Marketing Services, Harpenden. Twelve salesman have been enlisted to call on retail and wholesale outlets in England and Wales, with more planned for Scotland. HSM Services are sole agents for Glendon Packaging Company and Worldwide Toiletries Ltd, and also act for Airborne Sports Ltd.

MCL PROVIDE THE SOLUTIONS...

to your contact lens solution problems from the largest stocks in the U.K.

QUALITY
RELIABILITY
SERVICE

Contact Reggie Ormes, M C L Services Ltd.,
Castleham Road, St. Leonards-on-Sea, East Sussex,
TN38 9NB or telephone Hastings 53381-7

ORALCER

SLOW RELEASE F
OR PELLETS MOUTH ULCERS

NOT A GEL — NOT A PASTILLE — BUT PELLETS
that slowly release 2 Active ingredients at site of ulceration

VITABIOTICS LTD. 122 Mount Pleasant Alperton Mddx. 01-903 5541

Methanol

Also to AR specification.

James Burrough Limited

Fine Alcohols Division 60 Montford Place London SE11
Tel: 01-735 8131

**DON'T ACCEPT ANY QUOTE
FROM ANY SHOPFITTING
COMPANY
UNTIL YOU'VE SPOKEN
TO US
CUT THE COUPON**

Modernise with Mognum and increase your turnover! By following a planned approach to your refit, you will gain NEW CUSTOMERS AND SELL MORE TO EXISTING ONES. Mognum Opus have produced a new generation of shopfitting equipment, specifically designed for environmental selling techniques, using the best in up to date materials and mix and match colour schemes.

Our Salesmen are highly qualified, and with their experience to draw from, will advise on the best way to layout your shop in order to achieve maximum sales. Need we say more — send in the coupon today and we will do the rest.

More details please

CD8

Name

Company

Address

Tel:

Mognum Opus Ltd.,
The Moltings, Southminster,
Essex.

Tel: (0621) 772248.

Mognum Opus Ireland Ltd.,
80 Broadford Drive, Ballyteer,
Dublin 16.

Tel: Dublin 942456.

**Mognum opus
Shopfittings**

Glaxo gets approval for ranitidine

Glaxo expect to launch ranitidine, their H₂-receptor antagonist, this Autumn and have been told by the DHSS Medicines Division that a product licence will be issued.

Ranitidine is said to have a greater

potency and more specific action than cimetidine. It will be marketed as an anti-ulcer drug under the brand name Zantac but details of all the approved indications are not yet available.

Britain will be the first country in which ranitidine will be sold, but the company hopes to introduce the drug in Italy about the same time. An international registration programme is underway and Glaxo think they will be able to market the drug in most countries within the next two years. ■

Jackson resigns from Konishiroku

Konishiroku have confirmed that Jack Jackson, general manager of the company's UK branch since its formation early in 1978, has resigned with immediate effect. Pending a reorganisation of the company's marketing operations no successor has been appointed. Edi FitzGerald, continues as UK products and

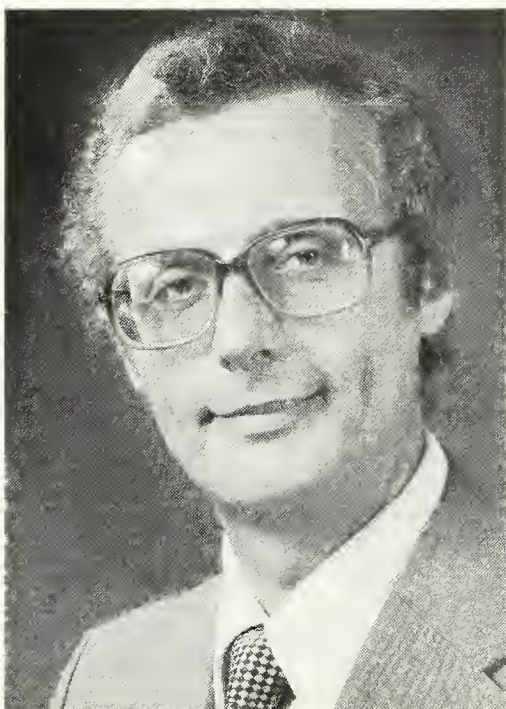
national accounts manager; a further announcement on the company's reorganisation will be made later. ■

Briefly

Church and Co Fittings Ltd, the manufacturers of the Snap-tite shop fitting system recommended by Vestric, are moving to PO Box 107, South Marston Lane, South Marston, Swindon, Wilts. Telephone 0793 827551.

is connected with Scherer's move to Swindon (see p465) at which time Mr Norman Grainger, the present technical manager, will be retiring after over 30 years' service. Dr Seager comes from Beecham Pharmaceuticals where he was manager of the formulation development department. He is executive editor of *International Journal of Pharmaceutical Technology and Product Manufacture*, a member of Copharm committee, and a PhD examiner.

Gillette UK Ltd: Mr Peter G. Birch has been appointed managing director of Gillette UK in succession to Mr Denis Sanan, who has become general manager of Jafra Cosmetics International, a Gillette subsidiary. Mr Birch joined Gillette in 1965 as sales manager for London and after holding various sales and marketing positions in the UK, joined Gillette Australia in 1969 as general sales manager. From there he went to New Zealand where he was appointed general manager in 1971; in 1973 he moved to Singapore as general manager for the company's South-East Asia operations. He returned to London in 1975 as group general manager for Africa, the Middle East and Eastern Europe.



R.P. Scherer Ltd: Dr Harry Seager, BSc(Pharm), PhD, MPS, is joining as technical director responsible for analytical, quality control and development functions. The appointment

COMING EVENTS

Monday, September 14

Mid-Glamorgan East Branch, Pharmaceutical Society, Aberystwyth rugby club, at 8pm. Rugby film and buffet supper.

Wednesday, September 16

Wirral Branch, Pharmaceutical Society, Wirral Postgraduate Medical Centre, Clatterbridge Hospital, at 8pm. Vichy skin care evening by Diane Miles, MPS, company pharmacist.

Advance information

Welsh Committee for Postgraduate Pharmaceutical Education, Postgraduate Medical Centre, Royal Gwent

Hospital, Newport, Gwent, September 20. Study day on "The treatment of the diabetic patient". Applications forms from Dr D.J. Bailey, Postgraduate Pharmaceutical Education, Welsh School of Pharmacy, UWIST, King Edward VII Avenue, Cardiff.

Scottish Pharmaceutical Sciences Group, Heriot-Watt University, Riccarton, Edinburgh, September 24. One day symposium on "Medicines — improving quality and patient benefit". Application forms available from the Honorary Secretary, 36 York Place, Edinburgh, to be returned by September 18.

Guild of Hospital Pharmacists, Janssen Award 1980, Yorkshire Regional Health Authority Headquarters, Park Parade, Harrogate, October 7, at 7.30pm. Lecture on "Evaluation of the release of information on a new drug".

Agricultural and Veterinary Pharmacists Group, Pharmaceutical Society, Pratt's Hotel, South Parade, Bath, October 10-11. "Marketing to the farmer — present and future". Application forms from Pharmaceutical Society, 1 Lambeth High Street, London SE1.

MARKET NEWS

Aspirin rising

London, September 8. The recent decision of a major British manufacturer of aspirin to cease production of the chemical seems to have coincided with production cuts in continental countries. In the early part of the year it was possible to purchase 10-ton lots of imported material at under £1 per kg; now it is firm at £1.30 and expected to rise further.

Extra production facilities for paracetamol in the UK and on the continent are now on stream with supplies matching demand. Folic acid continues to be a firm market — from a recent price of £55 kg it is now £63. Theobromine remains difficult to find as Russia fails to export any parcels.

Among botanicals, the main (wet) crop of Tinnevely senna is just coming to an end. Less planting took place this year, but supplies are adequate since there has been a low take-off by continental Europe, normally the biggest customer. Benzoin rose sharply during the week and more rises are expected.

Essential oil prices were steady at previous levels.

Pharmaceutical chemicals

Aspirin: Ten-ton lots from £1.30 kg.
Atropine: (per kg in ½-kg lots) Alkaloid £200.50; methonitrate £179; sulphate £169.90.
Borax: EP grade, 2-5 ton lots per metric ton in paper bags, delivered — granular £313, powder £341, extra fine powder £357.
Boric acid: EP grade per metric ton in 2-5 ton lots — granular £473; powder £504.
Ephedrine: (Per kg), hydrochloride £14 in 100-kg lots.
Ergometrine maleate: £6.36 in 50-g lots.
Ergotamine tartrate: £4.25 g in 50-g lots.
Folic acid: 100-kg lots from £63 kg.
Isoniazid: BP 1973 £5 kg in 300-kg lots.
Paracetamol: (Per kg) 10-ton lots from £2.60 to £2.90; 1-ton £2.95. Premium for d/c £0.35 kg.
Sulphacetamide sodium: BP £7.25 kg for 50-kg.
Sulphadiazine: BP 68 £4.40 kg in 250-kg lots.
Sulphadimidine: £4.50 kg for imported in ½-ton lots.
Sulphamethizole: £12.85 kg in 250-kg lots.
Sulphanilamide: BPC '68 £2.50 kg in 1-metric ton lots.
Sulphaquinoxaline: BP Vet £12.62 kg; sodium salt £16.03 with grade A at £13.16 all in 500-kg lots.
Sulphathiazole: BP 1973, £4.50 kg in ½-ton lots.

Crude drugs

Balsams: (kg) **Canada:** Easier at £12.50 on the spot, shipment £12.40 cif. **Copaiba:** No spot; £6., cif. **Peru:** £10.70 spot; £10.95 cif. **Tolu:** £10.80 spot; £11, cif.
Belladonna: herb £1.10 kg spot; £1.14, cif; leaves £1.14 kg; £1.80, cif; root no spot; £2.34 kg cif.
Benzoin: £205 cwt, cif.
Cinnamon: unquoted on spot or forward. Ceylon quills 4 o's £0.84lb, featherings £0.17 both cif.
Cloves: Madagascar £4,800 metric ton spot £4,580, cif.
Lemon peel: Spot no offers; Shipment £2,005.
Pepper: (metric ton) Sarawak black £850 spot, \$1,350, cif; white £1,225 spot; \$1,960, cif.
Seeds: (metric ton, cif). **Anise:** China star £1,300. **Celery:** Indian £500. **Coriander:** Moroccan £310. **Cumin:** Indian £675. **Fennel:** Chinese £475. **Fenugreek:** Moroccan unavailable; Indian £325.
Senna: (kg) spot Alexandria pods hand-picked from £1.80 upwards; manufacturing £0.50 Tinnevely faq leaves £0.42; pods, faq £0.42; hand-picked £0.50.
Witchazel leaves: £2.75 kg spot; £2.70, cif both nominal.

Essential and expressed oils

Almond: Sweet in 4-ton lots £1.60-£1.70 kg duty paid.
Bois de rose: £8.60 kg spot; £8.10, cif.
Cananga: Indonesia £17.75 kg spot and cif.
Cardamom: English-distilled £155 kg; Indian £110.
Citronella: Ceylon £3.20 kg spot; £2.50, cif. Chinese £3.80 spot; £3.65, cif.
Clove: Indonesian leaf £1.95 kg spot and cif. English distilled bud £50 spot.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

Chemist & Druggist 12 September 1981

CLASSIFIED

Post to

Classified Advertisements,
Chemist & Druggist,
Sovereign Way, Tonbridge,
Kent TN9 1RW.

Telephone Tonbridge (0732)
364422. Telex 95132.

**Ring Paul Lester for further
information on extension 198.**

Publication date

Every Saturday

Headings

All advertisements appear
under appropriate headings.

Copy date 4pm Tuesday prior
to publication date.

Display / Semi Display £9.00
per single column centimetre,
min 25mm. Column width
42mm.

Whole Page £750.00

(265mm x 180mm)

Half Page £400.00

(135mm x 180mm)

Quarter Page £215.00

(135mm x 88mm)

Lineage minimum charge
£24.00 for 30 words, 90p per
word extra.

Box Numbers £2.00 extra

Series Discounts

5% on 3 insertions or over.

10% on 7 insertions or over.

15% on 13 insertions or over.

Business for sale

X1 — NORTH MANCHESTER —
Turnover 31st August 1981 was
£180,000 plus dispensing over 4,000
scripts per month. Terraced lock-up
premises for sale at £7,000, good-
will, fixtures and fittings £40,000
plus stock at valuation.

X2 — SUFFOLK — Old established
family business. Current turnover
£125,000 with scripts over 2,000 per
month. Large freehold property and
living accommodation for sale
£45,000. Goodwill and fixtures &
fittings at £30,000, plus stock at
valuation.

X3 — DERBYSHIRE — High
Peak. This nine-year-old large lock
up unit on rent at £950 per annum
was purpose built to serve a council
estate of 5,000 people. Turnover in
1980 was £84,500 on scripts
averaging 1,650 per month. Scope
for diversification of counter trade,
goodwill, fixtures and fittings
£10,000 plus stock at valuation.

**X4 — SOUTH WEST LANCA-
SHIRE —** Large excellently
modernised and fitted-out property
close to town centre. Turnover to
April 30th, 1981, £116,000. Scripts
average 2,000 per month. Good
future potential. Freehold and
fittings £12,000. S.A.V. approx.
£20,000.

X5 — LINCOLNSHIRE — Good
living accommodation is contained
in these shop premises in the centre
of a busy holiday resort on the
Lincolnshire coast. Turnover is
running at around £100,000 p.a.
with excellent profits. Scripts aver-
age 1,550 per month, freehold prop-
erty £23,000, goodwill, fixtures and
fittings £15,000 plus stock at
valuation.

X6 — SOUTH MANCHESTER —
Turnover to 31st December 1980
£305,724. Dispensing 3,000 scripts
per month. Freehold property for
sale at £50,000 and stock at
valuation. Offers invited for
goodwill and fixtures in excess of
£100,000.

X7 — NORTH WEST WIRRAL —
Town centre lock-up premises on
lease at £1,300 per annum. Turnover to 31st May 1981 £94,000,
now running at over £100,000 per
annum. Scripts dispensed average
2,000 per month. Goodwill and
fixtures £6,000 plus stock at
valuation £9,000.

X8 — NORTH HUMBERSIDE —
Village centre pharmacy, turnover
exceeding £120,000 per annum.
Scripts average 2,500+ per month.
Excellent freehold property for sale
at £39,500. Goodwill and fixtures
£14,000 plus stock at valuation.

Ernest J. George
& CO
GARDALE HOUSE, 122 GATLEY ROAD, GATLEY, CHEADLE,
CHESHIRE SK8 4AT Tel: 061-428 6718/9

Trade services

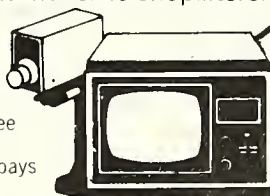
Don't let thieves pocket your profits



**Now only
£2.99
+ VAT PER WEEK**

Every year business's
large and small lose 4%
of their turnover to shoplifters.

- No Deposit
- Simple no fuss
installation
- 5 year guarantee
- Full tax relief
- CCTV Security pays
for itself



For further details without obligation, fill in the coupon

Name _____
Address _____
Post Code _____
Tel No. _____

post to:
Free Post.
Tele Photo
Services Ltd.,
The Security Centre,
148 Oldham Road,
New Cross, Manchester 4
or Tel: 061 205 1463

Buying or Selling a Pharmacy, Recruiting Staff, Selling Stock, Looking for Agents or Wholesaling Cosmetics?

Then make use of our
services because
Chemist & Druggist
goes to the right media and
works for you.

**Please mention
C & D when replying
to advertisements**

Stock wanted

A. & H. OTTER LTD.
(established 1920)

Largest cash stock buyers in the
trade for manufacturers' clearing
lines, and retailers' stocks.

8 Northburgh Street, London
EC1V 0BA. Tel: 01-253 1184/5.
Telegrams: "Salvall", London
E.C.1. (TCW)

LALEHAM - packers and a lot more besides

Pharmaceutical and health food tablet and liquid filling
Strip and Blister packing Collation and assembly,
D.H.S.S. assembly licence. Send for brochure to:
Laleham Packers Ltd., Newman Lane, Alton, Hants.
GU34 2QR. Tel (0420) 82644



Miscellaneous for sale

Perfumes and Cosmetics

Wide range of branded and non-
branded cosmetics and
perfumes. Also exclusive French
perfumes. Wholesale only
SHURE ENTERPRISES
227 Shoreditch High Street, E1 6PJ
Tel: 01-247 3122

CERTOR PHARMACEUTICAL LABELS

**FOR FAST COMPETITIVE
SERVICE CONTACT**
THE ASHTON LABEL COMPANY
PORTLAND STREET
ASHTON-UNDER-LYNE
TELEPHONE: 061 330 0650

FACE VALUE COSMETICS

are pleased to announce the
opening of their
Manchester Warehouse

Large range of nationally advertised perfumes and cosmetics are now available at competitive prices.

We are offering a phone-in service and delivery at no extra charge. Our objective is to give the already overworked chemist a fast, courteous and professional service. All you have to do is phone us once and we will give you a regular call and keep you informed of our best buys and bargain offers.

If, however, you wish to call on us we are at
UNIT 4, SHERBORNE TRADING ESTATE
SHERBORNE STREET
CHEETHAM HILL, MANCHESTER
(next to Jewish Hospital)

Monday to Friday 10am to 6pm; late night Thursday 10am to 7.30pm;
and Sunday 10am to 2pm
or telephone: 061-835 1499

Shopfittings

LuxLINE

SHOPFITTINGS AND COMPLETE INSTALLATIONS

**DESIGNED WITH THE MODERN
PHARMACY IN MIND**

- ★ Free Planning Service
- ★ Credit Terms
- ★ Shop Fronts and Interiors

CAMBRAVALE LIMITED

8 Commerce Way, Leighton Buzzard, Bedfordshire
Telephone (0525) 381356

TCW

**"Everything you need
to know about
Pharmaceutical Shopfitting"**

Write or telephone for your
**FREE Pharmacy Information
Pack**, sent by return of post.

Tower Works, Lower Rd.,
Gravesend, Kent, DA11 9BE
Telephone (0474) 60671

The
North-Point
Group

SHOWRAX

**INCREASE YOUR
TURNOVER!**

Refit your pharmacy
with **SNAP-TITE** and
your sales are sure
to grow.

Phone for more
details NOW.

SNAP-TITE
SHOP EQUIPMENT

Phone Reading (0734) 586122

**DISPENSARY
and PHARMACY
Specialists**

Complete service. N.P.A. and
NUMARK approved.

EPLAN UNIT SHOPFITTINGS

Eustace International
E Plan Estate, New Road
Newhaven, Sussex BN9 0AE
Telephone: 07912-7711

(TCW)

**SLASH SHOP
EQUIPMENT COSTS**

Competitive prices on shelving,
wall fixed or freestanding.
SPUR READICLIP, ARNEG.
Baskets, Dumpers, Price Guns.
Proven Products. Prompt
service. HP / Leasing available.
Free Estimating.

Home Counties Shop Equipment
Otterspool Way, Watford-By-Pass,
Watford, Hertfordshire.
Telephone: (0923) 34528

**Magnum opus
Shopfittings**

A New Generation of Pharmaceutical Shop-
fitting Equipment-flexible, easy to install,
superb colour combinations and com-
petitively priced. Write or phone: Magnum
Opus Ltd; The Maltings, Southminster,
Essex. Tel: (0621) 772248.

alplan

shopfitting limited
alplan house, cavalier road,
heathfield, newton abbot, devon.
tq12 6tg tel. 0626 832059.
from counters to total contracts
alplan's national coverage for
pharmacies

SOT HEALTH FOODS 1981 TRADE SHOW

is being held at
**TRENTAM GARDENS
STOKE-ON-TRENT**

Wednesday 23rd September
Thursday 24th September
2.00p.m. to 9.00 p.m.

- Over 70 exhibitors
- Discounts and offers for orders given at show
- Exciting draw prizes
- New ranges ideal for Xmas trade

* * * * *

Admittance by ticket obtainable from:
Mr. J. Ross, Stoke-on-Trent (Health Foods),
Unit 1, Furlong Road, Tunstall, Stoke-on-Trent ST6 5TZ
Or alternatively ring:
Stoke-on-Trent (0782) 813 743

GRAND OPENING!

Perfumes, Cosmetics and Sundries
Cash & Carry — Wide Selection
PASCOS COSMETICS SALES
425c HARROW ROAD, W10
Please telephone 01-960 0319
— ample parking

ONE-SIZE TIGHTS from £2.30 doz.
plus VAT. Min. order 8 doz. overall.
CWO. Carriage free. Full range Price
List. E & R Kaye, 16/18 New Bridge
Street, London, EC4.

Stock for sale

COSMETIC PENCILS

Lowest price for top quality eye and lip pencils, eg pencils with £1 + retail are
just 15p.
Superb colour range • Supplied in dozens or 1000s

For details and sample:
WEST COAST DISTRIBUTORS
21 Gwallon Road, St. Austell, Cornwall. Tel: (0726) 63174.

Situations vacant

UNIQUE OPPORTUNITY FOR AGENTS IN LONDON

To sell a new, yet proven successful, range of
specialised hair products.

Already accepted by London's top department
store — the potential is exciting . . . and so is
the commission!

All sales in London can be yours.

Contact us now:

Trichological Prescriptions Limited
49 Brompton Road, London SW3
Telephone: 01-584 6303

EXPORT/IMPORT

British and Continental Pharmaceutical and Veterinary
medicines. Available for AFRICA, MIDDLE EAST and
developing countries.

IF YOU ARE BUYING OR SELLING we would like to make
contact with you.

Telex us on: 8813246 WEMSEC'G
Attn: Mr BRIAN

CHRISTMAS 1981

BAGS, WRAPPING PAPERS,
PURSE CALENDARS, CREPE
PAPER, CARRIERS, GIFT TAGS,
PAPERMATE PENS, DIARIES, ETC.

Available as usual from:
JAMES TOWNSEND & SONS LTD
P.O. Box 12, Western Way, Exeter EX1 2AB
Write or phone Exeter 79731
for Christmas List
Orders accepted now for
delivery when required

Three Pears Cosmetics
Station Road
Warley
West Midlands

WE OFFER A
LARGE RANGE OF
TOP QUALITY
PERFUMES AT
BELOW TRADE PRICES.

CONTACT
ANGELA CLARKE
ON 021-559 9367

(3/5F)

Stock for sale

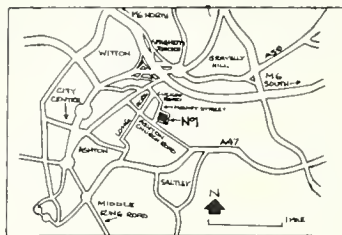
NUMBER ONE

Are Pleased to Announce that their
MIDLAND CASH AND CARRY
at Unit 6, Dunton Trading Estate, Mount Street, Nechells, Birmingham
IS NOW OPEN — 021-328 6377

Situated Approximately 1 mile from
junction 6 (Spaghetti Junction)
off M6 / Aston Expressway.

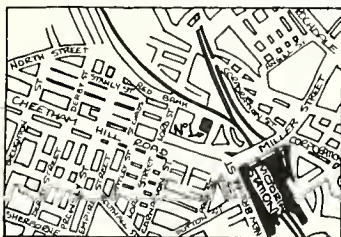
WE ARE OPEN:

Monday — Thursday 9am-6pm
Friday 9am-5pm; Sunday 10am-2pm



**England's largest stockist of branded perfumes at discount prices —
e.g. Dior, Aramis, Rochas, Revlon, and most leading makes.**

All the Hi-Karate Christmas Gift Sets now in stock



Don't forget our Manchester
branch if its more convenient for
you, at Unit 2, Redbank House,
43 Redbank, Cheetham,
Manchester 8. Tel: 061-832 6895

A VISIT IS MORE THAN WORTHWHILE — WE LEAD, OTHERS FOLLOW

SIMARA (SUSSEX SAVERS)

**The Mail Order
Wholesalers**

Stockists of most major
brand names of:

**PERFUMES
COSMETICS
MAKE-UP**

Send for Price List now

**All the Hi-Karate Christmas
Gift Sets now in stock**

**Many Autumn Special
offers, never to be repeated**

**Suppliers to all the
Trade**

(We deliver nationally with our own
transport monthly in your area).

**SIMARA
(SUSSEX SAVERS)**
Jefferson Lodge, Arundel Road,
Worthing, Sussex.

Callers by appointment only or
telephone: (09066) 4419

CHEMIST & DRUGGIST

Classified Advertisements

Post to Classified Advertisements, Chemist & Druggist, Benn
Publications Ltd, Sovereign Way, Tonbridge, Kent TN9 1RW.
Telephone Tonbridge (0732) 364422.

Copy date 12 noon Tuesday prior to publication date

ORDER FORM

Please insert as below our advertisement under the heading _____

Please invoice _____ insertions _____

PLEASE PRINT _____

Name _____

Address _____

Phone _____ Date _____ Signed _____

IF IT'S LIQUID... WE DO IT!

AND WE'VE BEEN DOING IT WELL FOR YEARS

RANSOMS MANUFACTURE LIQUID FORMULARY AND GENERIC
MEDICINES AS WELL AS A WHOLE RANGE OF GALENICALS

Ransoms combine the established virtues of dependability and fair dealing with a totally modern outlook and a keen appreciation of the demands and needs of today.

Our extensive range of Standard Medicinal Products includes applications, elixirs, inhalations, linctuses, liniments, lotions and mixtures. Other main product

groups comprise soft, concentrated and powdered extracts, resins and oleo-resins, essential oils and chlorophylls.

From the purchase of raw materials to manufacture, analysis and packaging, our quality control is designed to safeguard the interests of customers and maintain the enviable reputation of the Company.

CONFIDENTIAL MANUFACTURING SERVICE

We will also make up to your own formula, applying the same rigorous standards of control and quality. Or we can design and develop to your own specifications. Write in or telephone us in confidence for further details of our service.

You know the name well
Get to know the Company better

William Ransom & Son Limited

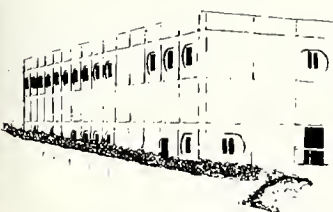
104 Bancroft, Hitchin, Hertfordshire SG5 1LY

Telephone: Hitchin (0462) 4575/7 Telex: 825631

Established 1846

INTERNATIONAL REPUTATION

A WORLDWIDE SERVICE



Why these three important products earn your recommendation



Simply, because they're the right products for the three types of cough you and your staff most commonly encounter in the pharmacy.

Benylin* Expectorant for the chesty cough with congestion, **Benylin* Fortified Linctus** for the dry, tickly cough, and **Benylin* Paediatric**, specially formulated

for children up to 12 years.

But the three Benylins are much more than a good professional recommendation. They're established, well-accepted by your customers, and an important source of profit to the pharmacy. No wonder they're the clear leaders in their field.

PARKE-DAVIS

part of the Warner-Lambert Group

good products for you and your customers

Active Ingredients:

BENYLIN EXPECTORANT: Diphenhydramine HCL B.P. 14mg; Ammonium Chloride Ph. Eur. 135mg; Sodium Citrate Ph. Eur. 57mg; Menthol B.P. 1.1mg.
BENYLIN FORTIFIED LINCTUS: Diphenhydramine HCL B.P. 14mg; Dextromethorphan HBr. B.P. 6.5mg; Sodium Citrate Ph. Eur. 57mg; Menthol B.P. 1.1mg.
BENYLIN PAEDIATRIC: Diphenhydramine HCL B.P. 7mg; Sodium Citrate Ph. Eur. 28.5mg; Menthol B.P. 55mg.
Indications: BENYLIN EXPECTORANT BENYLIN Expectorant makes the chesty cough more productive by loosening tenacious bronchial mucus. It combats the congestive symptoms that frequently accompany a cough, and reduces bronchial and nasal congestion. BENYLIN Expectorant is

indicated for the relief of cough and its congestive symptoms.

BENYLIN FORTIFIED LINCTUS is indicated for the relief of coughs, especially the dry, irritating cough.

BENYLIN PAEDIATRIC is indicated for the relief of cough and its congestive features. It is specially formulated for children between 1 and 12 years.

Dosage: BENYLIN EXPECTORANT: Adults: one or two spoonfuls every two or three hours. Children 1-5 years: 2.5ml every 3-4 hours, 6-12 years: one 5ml spoonful every 3 or 4 hours.
 BENYLIN FORTIFIED LINCTUS: Adults: two 5ml spoonfuls every 4 hours. Children 1-5 years: 2.5ml every four hours, 6 to 12 years: one 5ml spoonful every few hours.
 BENYLIN PAEDIATRIC: Children 1-5 yrs: one 5ml spoonful every 3 hours, Children 6 years and over: two 5ml spoonfuls every 3 hours.

Side Effects/Warnings: All three preparations may cause drowsiness. If affected the patient should not drive or operate machinery. Avoid alcoholic drink. Not recommended for use in pregnancy.

Cost:
 BENYLIN Expectorant £0.516 per 125ml, list ex VAT.
 BENYLIN Fortified Linctus £0.55 per 125ml, list ex VAT.
 BENYLIN Paediatric £0.458 per 125ml, list ex VAT as at 11/80.

Product Licence Numbers:
 BENYLIN Expectorant 001B/5090
 BENYLIN Fortified Linctus 001B/0111
 BENYLIN Paediatric 001B/0067

Product Licence Holder:
 Parke-Davis & Co., Pontypool, Gwent NP4 0YH

*Trade mark RB1052

